JOYFUL GIVING DEMANDS QUALITY

THE universal desire to please with unusual gifts is your opportunity to feature, display and recommend CASTLEWOOD Fine California Wines. Awarded twelve medals for exceptional merit, CASTLEWOOD is gift-worthy. You'll sell your trade with confidence. With assurance. Stock up now for Christmas. In listing your selections, remember, also, the eye-appeal and consumer popularity of the famous Duck Pin bottles—an exclusive CASTLEWOOD creation.

WILLIAMS BROTHERS, LTD.
CENTERVILLE • CALIFORNIA

Castlewood Wines

MERC

The Superior quality of MERCI
day in the y

CHAMPAGNE

Get
ready **now** for
the holiday season

Bemis Blotter

Published by Bemis Bro. Bag Co., San Francisco, Calif.

Simeon Biggs, the Banker in Our Town, says:

Every time I read about some rich man endowing something or other, I always think how silly it is and how much better I could do if I had a hundred million dollars and wanted to do good with it. And yet, when you come right down to it, I doubt if any of us could do better. The other evening I was thinking it over and, aside from helping Uncle Joe Evans and giving a little more money to the new hospital, I didn't seem to get any real potent idea of just what else I would do.

1945	APRIL					1945
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Shippers can always rely on Bemis Burlap Bags.

When your new products for the big postwar market are ready, you'll need the right packages. The Bemis Research Staff welcomes the opportunity of working with you in the solution of such problems.

Technical Toughies

By James H. Collins

For war, this country had to hurry new technical discoveries from the beaker to the tonnage stage, points out Bradley Dewey, former Rubber Director.

We had no time to waste. The advanced methods for synthetic rubber and other production could not have been applied without our teams of technologists, accustomed to working together.

These chemists and engineers had learned each others' ways of thinking and working, even to idiosyncrasies, knew who was given to exaggeration, and who to understatement.

In snarls, they knew who could arbitrate—knew which suppliers would come through—knew which consultant to ask for counsel.

And we had such men, not in skeleton units, says Mr. Dewey, but in full fighting divisions of veterans, down to buck privates.

Many began in small business and came up the hard way, products of the American competitive system, by which the small concern of today often becomes the large business of tomorrow.

They were technologically tough! We had them a-plenty!

Lucky for us!

You Will Find—

By Edward M. Ruttenber

That the society miss who writes advertising testimonials turns out to be just another girl on a close-up.

That with jackets getting shorter, shirt tails going higher and overcoats abbreviated, we might as well sign up with the Russian ballet.

That if the shopping bag were universally employed it would soon eliminate the paper shortage.

That war plants need men but New York boasts of a round-the-block line of patrons, half male, awaiting the opening of Radio City Music Hall every morning.

That night clubs all over the country are maintained by sellers eating at the expense of buyers, rather than vice versa.

That the junior executive who came along after the war started wonders what disciples of gloom mean when they talk about big inventories.

The three Bemis cotton mills make cloth exclusively for Bemis bags. Each fabric is designed and woven to meet a specific bag requirement—width, weight, strength-balance and texture are made right for the work the bag is to do.

PACIFIC COAST REVIEW

CALIFORNIA NEVADA OREGON WASHINGTON

December 1937

A TEN STRIKE !!

Castlewood

VINTAGE WINES

and the famous DUCK PIN

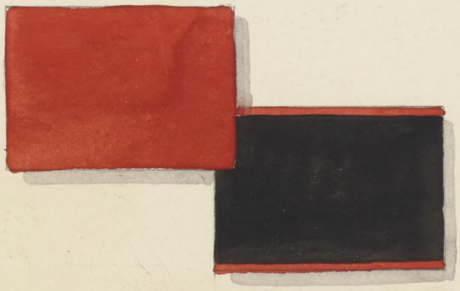
	Vintages of
DRY SHERRY	1922
ANGELICA	1929
PORT	1925
MUSCATEL, blended	1926-1931
SAUTERNE	1928
BURGUNDY	1927
RIESLING	1918

- - ON SALE HERE - -

W. B. Williams

GROWER
PACKER
SHIPPEP
CALIFORNIA VEGETABLES

TELEPHONE 96. P.O. Box 126
IRVINGTON, CALIFORNIA



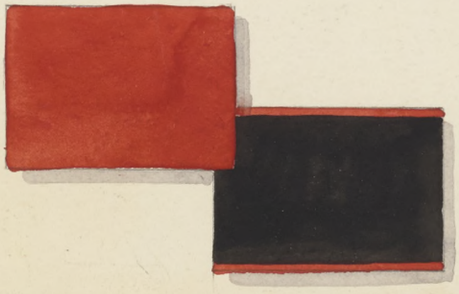
OUR BRANDS

ROYAL GARDEN
FARMS
W. B. WILLIAMS IRVINGTON, CALIF.

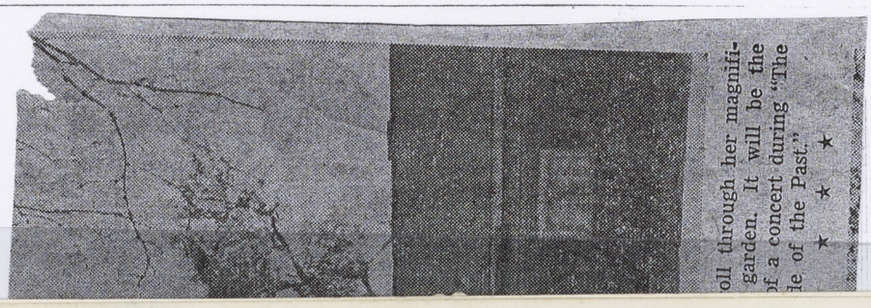
W. B. Williams

GROWER
PACKER
SHIPPEP
CALIFORNIA VEGETABLES

TELEPHONE 96. P.O. Box 126
IRVINGTON, CALIFORNIA



OUR BRANDS



ll through her magnifi-
garden. It will be the
f a concert during "The
le of the Past."

★ ★ ★

CASTLEWOOD WINE CO. FINE CALIFORNIA WINES

Castlewood

OLD VINTAGE WINES

Bonded Winery No. 3821

CENTERVILLE, CALIFORNIA

Sold to

SHIPPED	TERMS	INVOICE NO.	ORDER NO.

CASTLEWOOD WINE CO. FINE CALIFORNIA WINES

OLD VINTAGE WINES

Bonded Winery No. 3821

CENTERVILLE, CALIFORNIA

Sold to

SHIPPED	TERMS	INVOICE NO.	ORDER NO.

WE WILL NOT BE RESPONSIBLE FOR LOSS THROUCH NEGLIGANCE IN TRANSIT

TOUR HIGHLIGHTS — Despite the quaint architecture of the old carriage house above, the interior has been remodeled into apartments. It is located behind the home of Mrs. W. B. Williams in Centerville. Below, Mrs. J. C. Shinn stops to pick an iris during a stroll through her magnificent garden. It will be the site of a concert during "The Parade of the Past."

★ ★ ★ ★ ★ ★

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★ ★ ★ ★ ★ ★

11-37-500 SOUTHERN PACIFIC COMPANY—PACIFIC LINES L-3495

Approved as to Form by General Solicitor
October 14, 1937.

SUB-TENANCY AGREEMENT

DUPLICATE

RRS

Supplemental to Lease Audit No. 69409

This Agreement, *made this* 6th *day of* January 1939,

by and between SOUTHERN PACIFIC COMPANY, a corporation, first party, herein called "Lessor,"

WILLIAMS BROTHERS, LTD., a corporation,

second party, herein called "Lessee," and

BURDETTE WILLIAMS, of Castroville, California, doing business under the firm name of "CASTLEWOOD WINE COMPANY,"

third party, herein called "Sub-Lessee."

RECITALS:

Lessor, by lease dated the 1st *day of* July 1938, *leased to Lessee the following described portion of premises of Lessor at or near* Centerville, *County of* Alameda, *State of* California.

A certain parcel of land, together with Lessor's Packing Shed No.101 located thereon.

Said lease is now in full force and effect and by this reference made a part of this agreement. Said lease provides that Lessee shall not underlease or sublet said premises, or any part thereof, or assign said lease or any interest therein, without the written consent of Lessor.

Lessee and Sub-Lessee desire that Lessor consent to the sub-leasing of said premises by Lessee to Sub-Lessee, portion of consisting of the westerly 45 feet of said shed and space in the south-easterly portion thereof for office purposes.

AGREEMENT:

1. *Lessor hereby consents to said sub-lease, provided that Sub-Lessee shall be bound by each and every covenant and condition contained in said lease.*

2. *Sub-Lessee agrees to perform all the covenants and conditions contained in said lease to be performed by Lessee, (except however, the payment of rental to be made by Lessee to Lessor) and hereby agrees to be and is bound by each and every covenant and condition contained in said lease.*

3. *It is understood and agreed by all of the parties hereto that neither the sub-leasing of said premises nor anything contained in this agreement shall release Lessee from its obligation to perform all of the covenants and conditions contained in said lease and/or to be bound by each and all of the covenants and conditions of said lease.*

4. The obligations of the Sub-Lessee herein to perform all the covenants and conditions contained in said lease pertain only to the portion of said premises occupied by the Sub-Lessee.

IN WITNESS WHEREOF, the parties hereto have executed this agreement in triplicate the day and year first herein written.

Form Approved:

Contract Attorney

WITNESSED BY:

SOUTHERN PACIFIC COMPANY

By LEASE AGENT *Superintendent*

WILLIAMS BROTHERS, LTD.,

11-37-500 SOUTHERN PACIFIC COMPANY—PACIFIC LINES L-3495

Approved as to Form by General Solicitor
October 14, 1937.

SUB-TENANCY AGREEMENT

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WILLIAMS BROTHERS, LTD., a corporation,

second party, herein called "Lessee," and

BURDETTE WILLIAMS, of Castro Valley, California, doing business under the firm name of "CASTLEWOOD WINE COMPANY,"

third party, herein called "Sub-Lessee."

RECITALS:

Lessor, by lease dated the 1st *day of* July 1938, *leased to Lessee the following described portion of premises of Lessor at or near* Centerville, *County of* Alameda, *State of* California.

A certain parcel of land, together with Lessor's Packing Shed No.101 located thereon.

Said lease is now in full force and effect and by this reference made a part of this agreement. Said lease provides that Lessee shall not underlease or sublet said premises, or any part thereof, or assign said lease or any interest therein, without the written consent of Lessor.

Lessee and Sub-Lessee desire that Lessor consent to the sub-leasing of said premises by Lessee to Sub-Lessee, portion of consisting of the westerly 45 feet of said shed and space in the south-easterly portion thereof for office purposes.

AGREEMENT:

1. *Lessor hereby consents to said sub-lease, provided that Sub-Lessee shall be bound by each and every covenant and condition contained in said lease.*

2. *Sub-Lessee agrees to perform all the covenants and conditions contained in said lease to be performed by Lessee, (except however, the payment of rental to be made by Lessee to Lessor) and hereby agrees to be and is bound by each and every covenant and condition contained in said lease.*

3. *It is understood and agreed by all of the parties hereto that neither the sub-leasing of said premises nor anything contained in this agreement shall release Lessee from its obligation to perform all of the covenants and conditions contained in said lease and/or to be bound by each and all of the covenants and conditions of said lease.*

4. The obligations of the Sub-Lessee herein to perform all the covenants and conditions contained in said lease pertain only to the portion of said premises occupied by the Sub-Lessee.

IN WITNESS WHEREOF, the parties hereto have executed this agreement in triplicate the day and year first herein written.

Form Approved:

Contract Attorney

WITNESSED BY:

SOUTHERN PACIFIC COMPANY

By LEASE AGENT *Superintendent*

WILLIAMS BROTHERS, LTD.,
(See Note) *Lessee*

By L. L. Williams
V. President

Attest: D. Williams
Secretary

(See Note) *Sub-Lessee*

Doing business under the firm name of CASTLEWOOD WINE COMPANY.

Burdette Williams

NOTE: If an incorporated company, agreement should be executed by an authorized officer thereof and its seal affixed and attested by its Secretary, otherwise signatures should be witnessed by an employe of Southern Pacific Company if practicable, if not, by a disinterested party.

10-39-2M

L-2259

Southern Pacific Company

65 MARKET STREET, SAN FRANCISCO, CALIFORNIA

IN REPLY PLEASE REFER TO
924119/312-1

R. MANNING,
LEASE AGENT

June
29th
19 40

Williams Brothers, Ltd.,
Centerville, California.

Gentlemen:

We are returning for your records fully executed duplicate counterpart of form of supplemental agreement wherein that certain lease entered into between our respective companies, dated July 1,1938, and various supplements thereto, covering Railroad Company's packing shed No. 101 at Centerville, Calif., at rental of $57.15 per month, is extended for further period of one year from June 1,1940, under the same terms and conditions.

Shall appreciate it if you will acknowledge receipt of this agreement.

Very truly yours,

R. Manning

6-A
Encl.

Lease Audit No. 69409.

THIS SECOND SUPPLEMENTAL AGREEMENT, made this 28 day of June, 1940, by and between SOUTHERN PACIFIC COMPANY, a corporation, first party, herein called "Railroad Company", and WILLIAMS BROTHERS, LTD., a corporation, second party, herein called "Lessee";

RECITALS:

Railroad Company and Lessee entered into a certain lease dated July 1st, 1938, whereunder Railroad Company leased to Lessee a certain parcel of land at Centerville, Alameda County, California, together with Railroad Company's packing shed No. 101 located thereon, for the term of one (1) year from June 1st, 1938.

By supplemental agreement dated June 9th, 1939 the term of said lease was extended for a period of one (1) year from June 1st, 1939. Said lease as amended is now in full force and effect.

It is the desire of the parties hereto to extend the term of said lease for an additional period of one (1) year from June 1st, 1940.

AGREEMENT:

NOW, THEREFORE, it is mutually agreed by and between the parties hereto as follows, to-wit:

1. The term of said lease dated July 1st, 1938, as amended, between the parties hereto, covering said premises at Centerville, California, is hereby extended for a period of one (1) year commencing on the first day of June, 1940.

2. The Lessee shall pay to Railroad Company, as rental, the sum of Fifty-Seven and Fifteen Hundredths (57.15) Dollars per month, payable monthly in advance.

3. Except as herein otherwise provided, it is understood and agreed that all of the terms, covenants and conditions of said lease dated July 1st, 1938, as amended, shall remain in full force and effect during the extended term; said lease to be subject to termination prior to the expiration of the extended term in the same manner as is provided therein for termination prior to the expiration of the

original term.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed in duplicate the day and year first herein written.

SOUTHERN PACIFIC COMPANY,

By T C Manning
LEASE AGENT

WILLIAMS BROTHERS, LTD.,

By J J Williams
President

Attest: L S Williams
Secretary

Form Approved:

Contract Attorney.

Garden Krisp
VEGETABLES

W. B. WILLIAMS
GROWER • PACKER • SHIPPER
California Vegetables

Royal Garden
California
VEGETABLES

TELEPHONE 96 P.O. Box 126
IRVINGTON, CALIFORNIA

Garden Krisp
California
VEGETABLES

GROWN, PACKED AND SHIPPED BY
BURDETTE WILLIAMS FARMS
CENTERVILLE, CALIFORNIA

PRODUCE OF U. S. A.

Garden Krisp
California
VEGETABLES
GROWN, PACKED AND SHIPPED BY
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GROWER • PACKER • SHIPPER

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Royal Garden
VEGETABLES

TELEPHONE 96 P.O. Box 126
IRVINGTON, CALIFORNIA

WILLIAMS BROTHERS, LTD.
PURE CALIFORNIA WINES

Castlewood
DUCK PIN
CENTERVILLE, CALIFORNIA

W. BURDETTE WILLIAMS

WILLIAMS BROTHERS, LTD.

PURE CALIFORNIA WINES

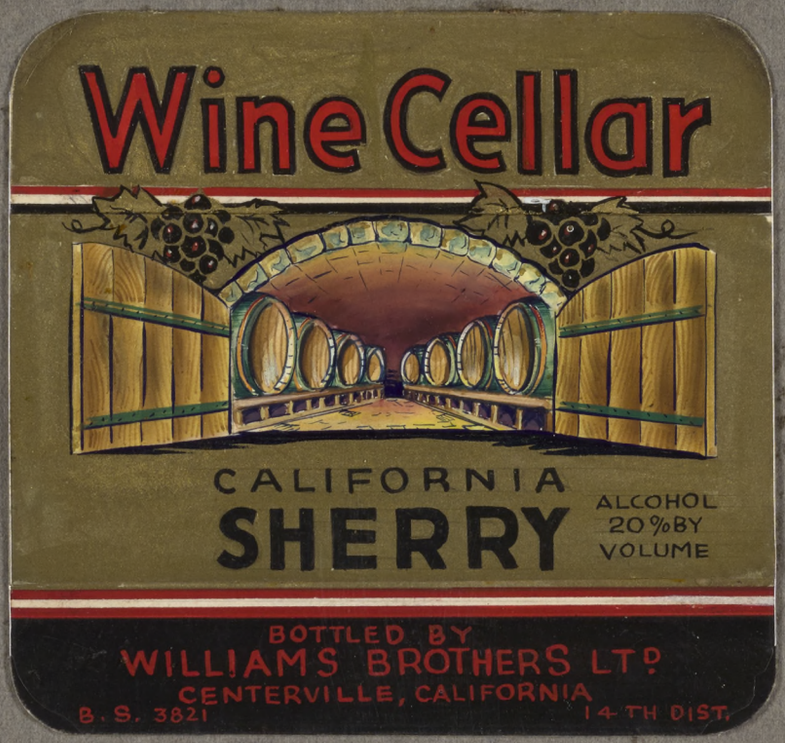
Castlewood

DUCK PIN

CENTERVILLE, CALIFORNIA

W. BURDETTE WILLIAMS

Castlewood
DUCK
PIN



THIS SKETCH IS THE PROPERTY OF
THE SCHMIDT LITHOGRAPH CO.
SECOND AND BRYANT STS.
SAN FRANCISCO

WE RESERVE ALL MANUFACTURING RIGHTS AND
WILL CHARGE THE FULL VALUE TO YOUR ACCOUNT
IF ADOPTED WITHOUT OUR PERMISSION.

DESIGN NO. 286 DATE 1945

9

Particular
FOMENTO TURISTICO
S.A.
Pto. Punta Peñasco
Son.

Particular
FOMENTO TURISTICO
S.A.
Pto. Punta Peñasco
Son.
EDWEHAUF

GROWERS · SHIPPERS · PACKERS

W. B. Williams

CALIFORNIA
VEGETABLES

TELEPHONE 96 P.O. Box 126
IRVINGTON, CALIFORNIA

WBW

Royal Garden

CALIFORNIA
VEGETABLES

GROWN, PACKED AND SHIPPED BY
BURDETTE WILLIAMS FARMS
CENTERVILLE, CALIFORNIA

PRODUCE OF U. S. A.

11

WBW
Royal Garden
CALIFORNIA
VEGETABLES
GROWN, PACKED AND SHIPPED BY
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CENTERVILLE, CALIFORNIA
PRODUCE OF
U. S. A.

GROWERS · SHIPPERS · PACKERS

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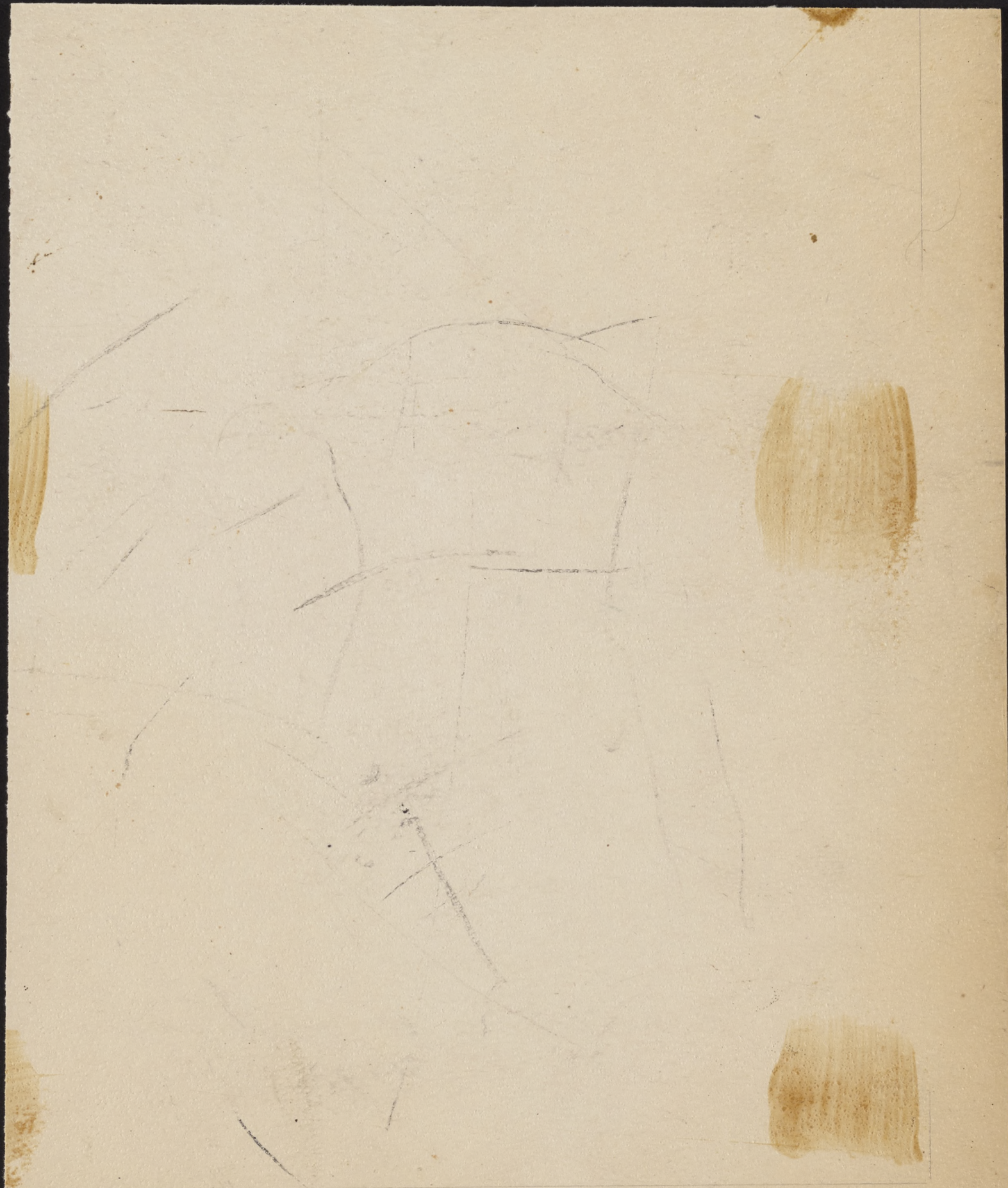

WILLIAMS BROTHERS, LTD.
PURE CALIFORNIA WINES

Castlewood
DUCK PIN
CENTERVILLE, CALIFORNIA

W. BURDETTE WILLIAMS

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THE SCHMIDT LITHOGRAPH CO.
SECOND AND BRYANT STS.
SAN FRANCISCO
WE RESERVE ALL MANUFACTURING RIGHTS AND WILL CHARGE THE FULL VALUE TO YOUR ACCOUNT IF ADOPTED WITHOUT OUR PERMISSION.

DESIGN NO. 286 DATE 1945

AL SYCE
Do. 0200

FOR THE CONVENIENCE OF SERVICE CUSTOMERS

The regular open hours of the Van Ness Avenue Branch Service Department are:

8:00 AM to 5:30 PM — MONDAY thru FRIDAY

Service Release Department employees remain on duty until 6:00 PM for the convenience of late customers. Up until 9:00 PM Watchman can release cars but only upon prearrangement with Service Salesman. Bills must be paid in Cash to Watchman unless settlement arrangements have been made with the Credit Office beforehand. Saturday Watchman will accommodate emergency releases in the same manner, until 5:00 PM.

CLOSED ALL DAY SUNDAYS AND HOLIDAYS

We appreciate your patronage.

CADILLAC MOTOR CAR DIVISION — 1000 VAN NESS AVENUE

DETROIT 32, MICHIGAN

YOU

C 17830

CADILLAC OWNER IDENTIFICATION

This certifies that W. Burdette Williams
(Name)
P.O. Box 426, Irvington, Calif.
(Address)
having Cadillac car with Engine No. 59J0J2652

is entitled to the benefits of this policy. This policy is not transferable.

Sold by CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP., SAN FRANCISCO BRANCH Elayne Christie

City _____ State _____

Date Sold DEC 3 1958

© 1958

SERVICE DEPARTMENT CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION DETROIT 32, MICHIGAN

FOR THE CONVENIENCE OF SERVICE CUSTOMERS

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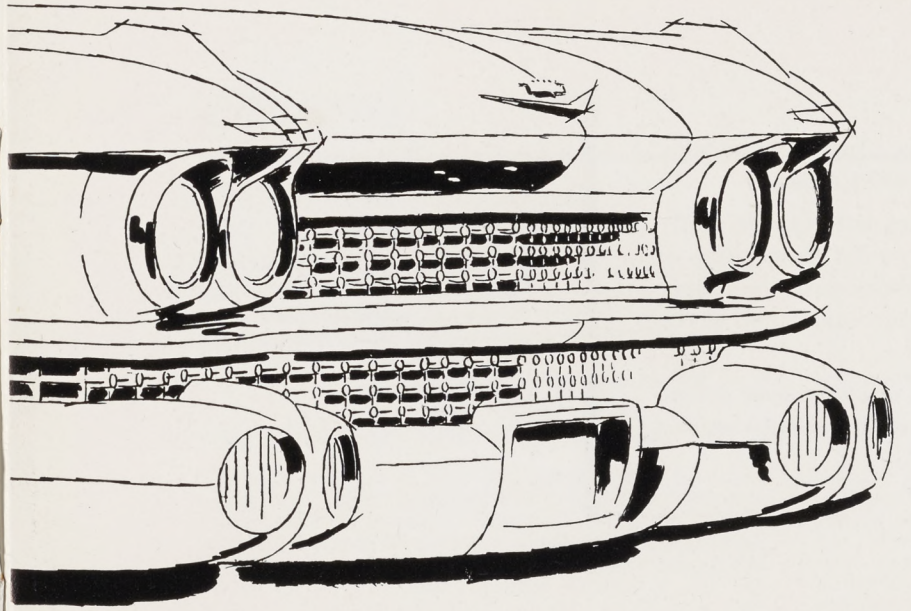
CLOSED ALL DAY SUNDAYS AND HOLIDAYS

We appreciate your patronage.

CADILLAC MOTOR CAR DIVISION — 1000 VAN NESS AVENUE

YOUR 1959 Cadillac



know your Cadillac

The following pages will help you to realize the utmost in motoring pride and pleasure from your majestic new 1959 Cadillac.

So that you will become thoroughly acquainted with its many exclusive new features, we suggest that you review these pages of explanation and instruction. Complete familiarity with the proper operating procedures will greatly enhance your enjoyment in the months ahead.

Follow the instructions carefully and, if a question ever occurs to you that is not answered here, do not hesitate to write to us. We will be happy to hear from you at any time.

SERVICE DEPARTMENT
CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION
DETROIT 32, MICHIGAN

section 1 *operating your Cadillac*

general . . .

Your Cadillac does not require a formal break-in period

Your Cadillac is ready for all normal driving just as you receive it from the dealer. Precision manufacturing methods have prepared it for regular driving, and it has been tested under simulated road conditions at the factory.

Drive your new Cadillac at varying speeds in a normal manner, just as you expect to drive it for different traffic and road situations.

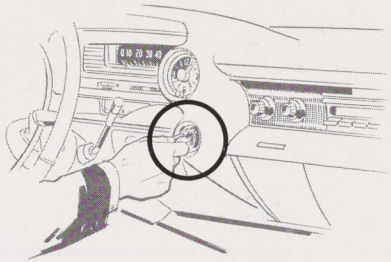
Avoid driving at any one constant speed—either fast or slow—for extended periods during the first 100 miles. You should also avoid full-throttle, sudden starts and severe application of the brakes.

Important instructions for starting the engine

The starter operates when the ignition key is turned to the full "right" position. The transmission selector lever has to be in either "Neutral" or "Park" as the starter switch is inoperative in all driving positions. When the engine is cold, press the accelerator pedal slowly to the toeboard (pump 3 times if car has been standing over 48 hours). Then remove your foot to pre-set the choke and fast idle, then turn the key to the "start" position. DO NOT hold the key in "start" position longer than 15 seconds at one time.

When temperatures are below 20°F., allow the engine to idle for a short period before moving the car. When starting a hot engine, it is advisable to hold the accelerator pedal halfway down. Do not pump the accelerator pedal as this tends to flood the engine. A flooded warm engine will usually respond quickly if you hold the accelerator pedal all the way down and turn the key to the "start" position.

The ignition switch



The ignition switch is on the instrument panel to the right of the steering column. It is illuminated when either parking or headlamps are on. The key may be turned to any one of three positions after it is inserted, but only in the straight-up "OFF" position can it be inserted or withdrawn. First position "right" completes the ignition circuit and activates all instruments and accessories. Full "right" position cranks the engine. The "left" position is for operation of the radio and heater only. For your own protection, and to cooperate with authorities, remove the key when the car is left unattended.

instrument panel and controls . . .

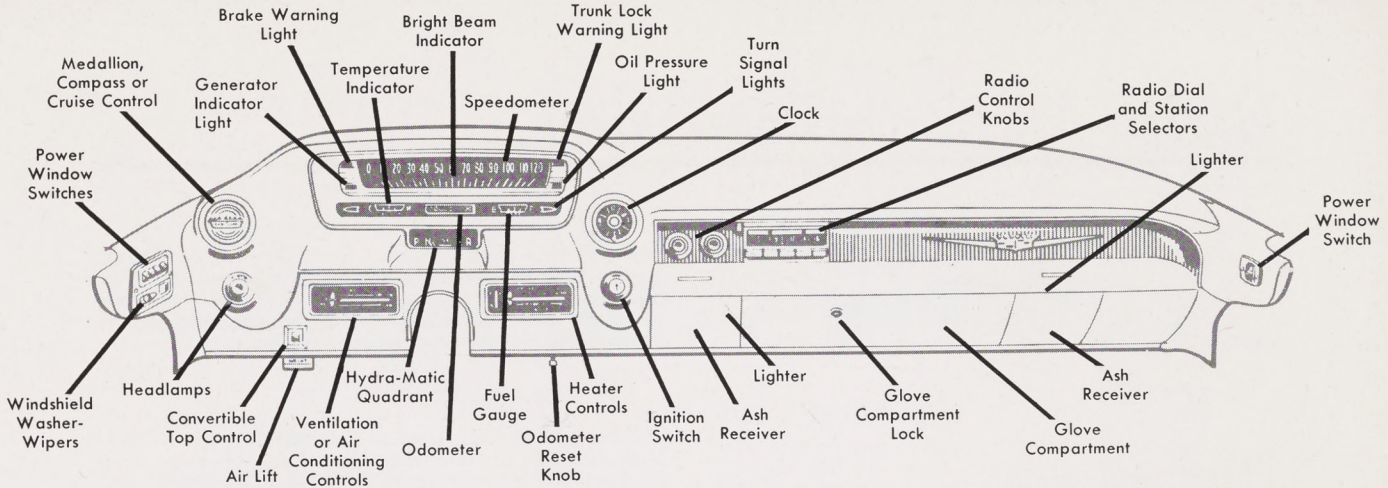
Your new Cadillac has all controls and dials conveniently arranged for easy accessibility and quick reading. You can understand these dials and knobs in a matter of minutes. Use the illustration at the right to help you get acquainted with your 1959 Cadillac instrument panel.

Speedometer

The speedometer indicates your speed. The odometer shows the accumulated mileage and trip mileage. To reset the trip mileage to zero, push in on the reset knob under the instrument panel, below the ignition lock, and turn it clockwise.

Gasoline gauge

The gasoline gauge is located on the right side of the instrument cluster. It operates when the ignition key is turned to the right. The gauge reading is most accurate when the car is traveling at constant speeds or is stopped.



Generator indicator light

When the generator is not charging, a "telltale" indicator light labeled "GEN" in the left side of the instrument cluster will glow red. If operation is normal, it will not be on at speeds above idle. If it glows at speeds above idle, have the charging system checked by an Authorized Cadillac Dealer.

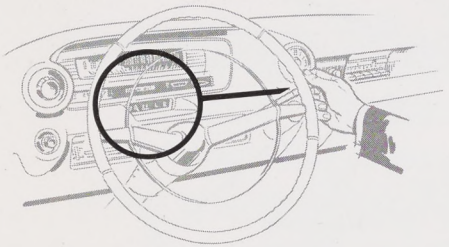
Temperature indicator

The temperature of the coolant in the engine is shown by the temperature indicator located in the left side of the instrument cluster. Should the pointer register above the center range during long, continuous driving in warm weather, do not be alarmed, as the pressure controlled overflow will normally prevent fluid losses up to about 245°F. If the indicator registers "HOT", or if the coolant boils as indicated by a buzzing sound from the radiator cap, stop the car immediately and have the condition corrected. (Caution: Before removing radiator cap read the directions on Page 27, under the section headed, "Engine Cooling".)

Oil pressure warning light

If oil pressure is low, a warning light labeled "OIL" in the right side of the instrument cluster will glow red. Under normal conditions this light will glow when the ignition is turned on and it will go off as soon as the engine is started. If it does not go off, the car should not be operated until the cause of the low oil pressure is located and corrected by an Authorized Cadillac Dealer.

Hydra-Matic transmission . . .



"Dr" drive range

Your Hydra-Matic shift indicator has two "Dr" range positions. With the selector lever at the left-hand position, four forward speeds are made available; the right-hand position provides you with three forward speeds.

REGULAR DRIVING—the left-hand position should be used because it will reduce engine speed and increase economy.

PASSING—press the accelerator down as far as it will go to obtain an extra burst of speed. This automatically shifts the transmission to a lower gear for more power and faster, smoother acceleration.

HILLY DRIVING—use the right-hand "Dr" position. In this position, only first, second, and third speeds are obtained, improving acceleration. The right-hand position also reduces automatic shifting in traffic and on hills, and will increase the engine braking effort when descending grades.

"L" low range

"L" range should be used in deep sand, mud or snow. It should also be used in going up or down very steep grades. Where traffic signs call for first or second gear always shift to "L" range.

A shift from either "Dr" position to "L" can be made while traveling at moderate speeds. It is not recommended to shift to "L" in this manner when the pavement is slippery or when in loose gravel, because it may induce a skid.

To Free the Car from Snow, Sand, Mud or Ice—rock the car by moving the selector lever back and forth between low "L" and reverse "R" with just enough pressure on the accelerator to cause rocking. No pause is necessary to shift to reverse. On slippery surfaces, apply only a light accelerator pressure. This will improve traction.

NOTE: Should the wheels be locked by braking on ice while in either "Dr" range, the transmission will shift to first speed. When this occurs, move the shift

lever to neutral until control is recovered. Intermittent—rather than constant—brake pedal pressure on ice will provide better control.

"R" *reverse*

Backing from Stopped Position—move the selector lever to the reverse "R" position. This can be done from either neutral "N", drive "Dr", or low "L" positions without pause. Lift the lever slightly as it passes the "Dr" and "L" positions. Do not place the selector in "R" while moving forward.

"P" *parking*

The parking "P" position of the shift lever is to be used to lock the wheels of the car when parked. When parking on hills or steep inclines, apply the parking brake and toe-in the front wheels to the curb in addition to using the "P" parking position. It is necessary to raise the lever when moving it from any other position to "P" parking and also when moving it from parking position.

Fluid recommendations

The recommended maximum interval between Hydra-Matic transmission fluid changes in your Cadillac is 12,000 miles or one year, whichever occurs first.

More frequent changes are recommended when the car is operated under conditions that tend to cause rapid oxidation of the fluid. Examples are: frequent driving in heavy city traffic during hot weather, or when the engine is idled for prolonged periods of time. A change interval of 6,000 miles is recommended under such conditions.

You can provide the transmission in your car with the greatest amount of protection by observing the recommended change intervals. Use only Automatic Transmission Fluid Type A, designated AQ-ATF followed by three digits and the suffix letter A, or Cadillac Fluid available from Authorized Cadillac Dealers.

Starting difficulty

The engine cannot be started by pushing the car and this procedure should never be attempted. If the trouble appears to be a discharged battery, use a booster battery and jumper cables. If this fails to start the engine, the car should be towed to a Cadillac dealership, as explained below.

Towing

The 1959 Cadillac can be towed or pushed without disconnecting the propeller shaft or raising the rear wheels, if the transmission is in proper operating condition. Speed should not exceed 30 mph nor should distance exceed 50 miles.

Towing of cars equipped with air suspension should be done only by an Authorized Cadillac Dealer or persons familiar with the special precautions necessary to prevent damage to the car.

your Cadillac suspension system . . .

If your car is equipped with standard springing, it has coil springs at all four wheels. (The Commercial Chassis is equipped with coil front springs and rear leaf springs). Optional equipment on the models with coil springs consists of an Air Suspension System which uses air pressure to cushion the ride.

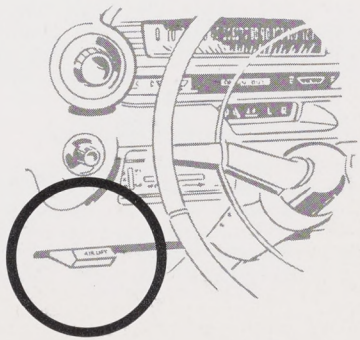
The automatic leveling feature of the Air Suspension System will maintain your Cadillac level with the road and at normal road clearance, regardless of the load distribution in the body of the car.

The leveling system is always in operation, with or without the engine running. The air compressor, however, operates only while the engine is running. Repeated demands upon the leveling system without the engine running may exhaust the air supply in the reserve tank, permitting the air springs to deflate. When this occurs, start the engine and allow the air compressor to build up the air supply in the springs before driving the car.

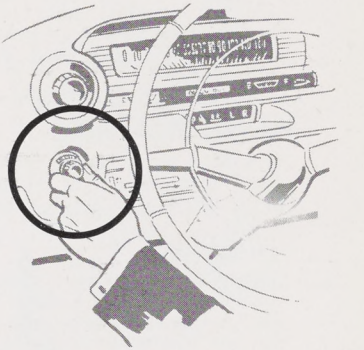
In the event that it is necessary to negotiate an extra-steep driveway, or if it is found necessary to drive over an obstruction such as a curb, upon which a bumper might scrape, pull out on the lift control handle labeled "AIR LIFT" located on the lower edge of the instrument panel to the left of the steering column. This will force an added amount of air into the air springs, raising and holding the car at maximum high level until the handle is pushed back into place. Your car can be driven for short distances in the raised position. Make certain that the lift control handle is either fully in or out at all times. If left in an intermediate position, air will escape from the system.

The lift control handle should be pulled out before the car is driven onto a hoist for service work and left out until the car is removed from the hoist.

NOTE: In an emergency, air can be added to the suspension system at any gasoline station. The valve for this purpose is located on the bottom of the reserve air tank, forward and to the left of the radiator.



lights . . .



The control for headlights

The control knob for the headlights, parking lights, instrument panel lights and fog lights is located at the left of the instrument cluster. This knob is identified by the word "LIGHTS". HEADLIGHTS are operated by pulling the switch control knob all the way out. PARKING LIGHTS come on as the control knob is pulled halfway out. INSTRUMENT PANEL LIGHTS are on when the control knob is in either position. Intensity of the instrument panel lights can be increased or decreased or turned "OFF" by rotating the control knob. When your Cadillac is equipped with FOG LIGHTS, they are turned on by placing the headlight control knob in the "halfway out" position and turning the ring located directly behind and concentric with the headlight control knob.

The headlight dimmer switch

The headlight dimmer switch helps select the correct headlight beam for different types of driving. All four lamps are on when you use the high beam for highway driving . . . only the two outer lamps are on for low-beam city driving. The desired beam is selected by depressing the switch, which is located on the floor just below the parking brake pedal.

The highway beam indicator

When the headlights are on the high beam a signal light below and behind the 60-mph mark in the instrument cluster glows red. Never leave the high beam on when approaching an oncoming car.

Autronic-Eye

When your Cadillac is equipped with an Autronic-Eye . . . the Automatic Headlight Beam Control . . . the headlights will automatically switch from high-beam to low-beam position when your lights meet the lights of oncoming cars. When the road ahead is clear, the headlights automatically return to the high-beam position. An adjustment knob on the rear of the unit increases sensitivity to oncoming lights when turned clockwise and decreases sensitivity when rotated counterclockwise. There is an overriding switch which is integral with the regular foot control dimmer switch and is effective during the first part of the switch travel. This permits you to hold the lights on the high beam.

Automatic back-up lights

For safety and convenience, your Cadillac is equipped with dual back-up lights which go on automatically when the transmission selector lever is in reverse with the ignition switch "ON".

Turn signal

A turn signal lever is mounted on the left side of the steering column. The turn signal lever should be in the "up"

position to signal for a right turn and in the "down" position for a left turn. This activates flashing signals on the right or left, both front and rear of the car, to inform oncoming and following drivers of your intentions.

Corresponding left and right signal indicator lights are located in the lower part of the instrument cluster. If, due to an emergency, you have to stop and park close to moving traffic, pull the lever down so the left-hand flashing lights will warn others. The flashing lights operate only when the ignition switch is "ON".

Map light

A map light is located at the center of the instrument panel under the top edge. With front doors closed, it may be operated manually by means of the switch at the left side of the map light. On sedan and convertible models this light serves as an automatic courtesy light when either front door is open.

Dome lamp

The dome lamp serves as a courtesy light when either door is opened on coupes and when the rear door is opened on sedans. Full counterclockwise position of the headlamp control switch turns on dome lights for all styles except convertibles. Convertible coupe styles have automatic courtesy lights on the back of the front seat.

Ash trays and lighters

There are two ash trays on the instrument panel, located on each side of the glove box door with a lighter installed inside of each ash tray door. Front ash trays have the word "LIGHTER" over them. The lighter elements are heated when the lighters are pushed in. When properly heated for use they automatically click out. The cigar lighters' receptacles and the ash trays are illuminated when lights are turned on. The ash trays may be removed to empty by depressing the release button located above the lighter and tilting them outward.

Rear ash trays and lighters are provided on all models except the Series 62 Coupe, which is equipped only with ash trays.

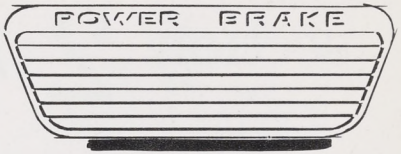
Fuses

Fuses protect the electrical wiring in the car against dangerous overloading. Fuses include Heater and Air Conditioner (25 amp.), Radio (9 amp.), Antenna (14 amp.), Body Feed, including clock, map light, front lighters, glove box light (25 amp.), Directional Signal System and Stop Lights (9 amp.), Windshield Wipers (25 amp.), Horn (25 amp.), Generator Tell-Tale Lamp (6 amp.), Back-up Lights and Instruments (9 amp.), Power Seats & Windows—circuit breaker (40 amp.), Trunk Lid Lock—circuit breaker (5 amp.). The headlights, taillights, parking lights, fog lights and instrument panel lights have an automatic circuit breaker which is an integral part of the headlamp switch.

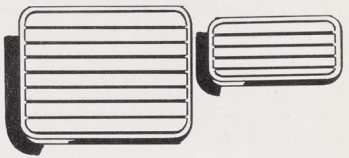
Fuse locations

The fuses are grouped together (except the Generator Tell-Tale Lamp fuse which is located behind the battery), for convenience. A fuse block containing these fuses is located below the instrument panel between the parking brake and steering column. To remove a fuse, insert your ignition key under the center of the fuse and pry upward while twisting the key.

brakes . . .



Your 1959 Cadillac is equipped with Power Brakes. The pedal is low and wide for more comfortable, convenient use. The conventional braking system remains in reserve so that if the power system should become inoperative, or if it is necessary to apply the brakes when the engine is not running, it is possible to stop the car. Stop lights are operative only when the ignition system is "ON".



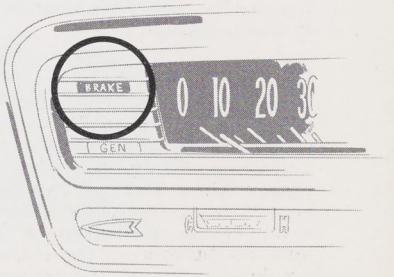
Parking brake

To apply the parking brake, merely step on the parking brake pedal which is suspended from the instrument panel to the left of the power brake pedal. It will lock into place automatically if pressure is exerted on the left pedal pad only. Stepping on the small pedal pad on the right side will release the brake from its locked position. Tilting the foot so as to exert pressure on both pads simultaneously will prevent the pedal from locking, allowing a controlled stop.

As a safety precaution when parking on hills, it is advisable to turn the wheels toward the curb, lock the rear wheels by placing the transmission selector lever in "Park" position and place the parking brake in its fully depressed position.

When pedal travel of the parking brake exceeds five inches, it should be adjusted by your Cadillac Dealer.

Should you turn on your ignition while the parking brake is on, the word "BRAKE", located at the left side of the speedometer face, will light up to remind you to release the brake.



section 2 *for your comfort*

Power steering

Steering, turning, parking are made almost effortless with Cadillac Power Steering. Your car will respond to the slightest touch of the steering wheel with power assist available as required by road conditions.

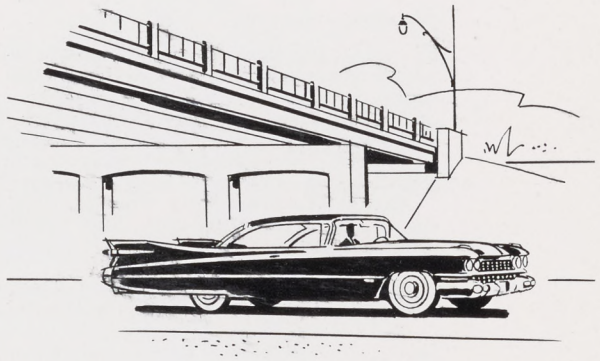
Your Cadillac Power Steering may be manually operated with no power assist with the ignition in the "OFF" position. If your Power Steering becomes inoperative for any reason, the car may be steered manually with increased effort.

Compass

If your car is equipped with a compass and it appears to be inaccurate, see your nearest Authorized Cadillac Dealer to have it compensated.

Cruise control

If your Cadillac is equipped with Cruise Control, become completely familiar with its operation and advantages. First, set the speed selector knob for higher than normal driving. Start the car and when a desirable speed is reached, turn the speed selector knob slowly down. You will then feel a resisting pressure from the accelerator. In emergencies you can easily push through this pressure and increase driving speed. To convert to automatic control pull out the button in the center of the control while holding the accelerator against the pressure. The car will now hold the desired speed automatically—even on hills and grades. A touch of the brake pedal releases the automatic control. Once you have become accustomed to Cadillac Cruise Control, you will find it an indispensable driving aid. It warns of excessive speed and maintains a constant speed when desired.



front seats . . .

Manual adjustment

The front seat of your Cadillac can be adjusted forward or rearward. Merely push down on the lever on the driver's side of the seat and adjust the seat to the most comfortable driving position for you, then release the lever to lock the seat in this position.

Power adjustment

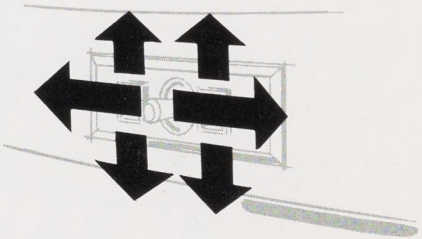
Two power-assisted seat assemblies are available. One provides electrical forward and backward adjustment only. The other provides six-way power adjustment . . . moves the seat up and down, fore and aft, and tilts the front of the seat and the rear of the seat.

Power front seat controls

The controls for electrically operated seats are mounted on the side of the seat to the left of the driver, except on the Limousine and 8-Passenger Sedan styles. These controls are mounted on the left door trim panel.

Forward and backward adjustment of the two-way electrically controlled seat is obtained by moving the switch lever in the direction of the desired seat movement.

Adjustment of the six-way power seat by means of the seat side switch is accomplished in the following manner: Movement of the center switch lever forward or backward controls the horizontal fore-and-aft movement of the seat. Movement of the center switch lever up or down controls the vertical movement of the seat. Moving the front switch lever up or down raises or lowers the front of the seat and tilts the seat back accordingly. Moving the rear switch lever up or down raises or lowers the rear of the seat and tilts the seat back accordingly.



power windows . . .

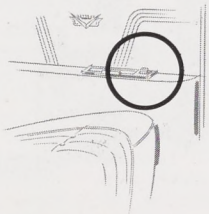
The master controls for the electrically operated windows on all models are located in the left end of the instrument panel. In the series of four buttons, from left to right, the first switch operates the left front door window . . . the second operates the right front door window . . . the third switch operates the left rear window and the fourth switch—the one nearest the front of the car—operates the right rear window.

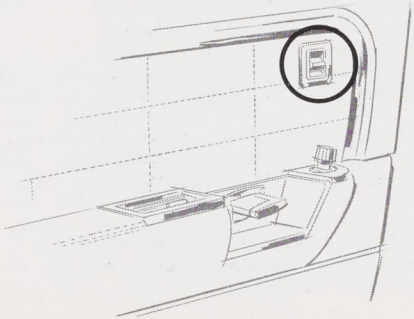
There are individual controls near each window. The control for the right front window is located in the right end of the instrument panel. Controls for rear door windows are above and forward of the armrest, on the door trim pad. Controls for the rear windows in the 8-Passenger Sedan and Limousine are in the rear quarter armrest ash tray escutcheons.

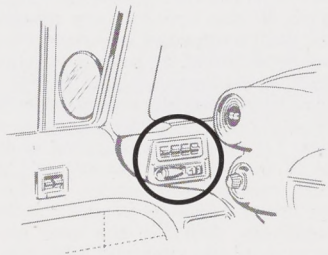
The rear quarter windows in all coupes are controlled by switches which are located in the quarter armrest ash tray escutcheons.

Power vents

Except for 60 Specials and Eldorados, where they are standard equipment, Power Vent Windows are optional. Switches for both front vent windows are located on the left front door trim pad. There is also an individual control switch on the right side for the right-hand vent.







ventilation, heating, air conditioning . . .

Ventilation

Outside air, on cars not equipped with Air Conditioning, is drawn into the passenger compartment of the car through an outside intake air grille located in the cowl directly below and in front of the windshield. This location prevents excessive intake of exhaust fumes from other cars. As the air enters the car it passes over separators which remove any water that might be present. It is admitted to the passenger compartment through valves operated by control levers. The control levers are located on a panel directly below the instrument cluster and to the left of the steering column. The upper lever controls the ventilation of the left side of the car and the lower lever controls the ventilation of the right side of the car. Moving the levers to the left opens the valves and admits ventilating air. The levers can be moved gradually to admit as much air as you desire.

To keep out offensive odors and exhaust gases when traveling in congested areas or when parked behind a car having its motor running, shut the outside air intake valves.

The controls are lighted at night for quick, convenient reading.

Heating

The Cadillac Automatic Heating System on 60, 62, 63, 64 and 69 Series cars delivers heated air through a heater located on the right-hand side of the dash panel. Outside air is delivered through the heating system to the front passengers through openings in a duct located along the front of the dash panel. Heated air is delivered to the rear passenger compartment through ducts located under the front carpet and extending under the front seat. Either heated or unheated air may be delivered to the windshield for ventilation or for removing fog or ice.

Heater control operation

The heater control panel is built into the instrument panel beneath the instrument cluster to the right of the steering column. The control is lighted and consists of a toggle switch to control fan speed and two horizontal sliding levers that control the defroster and heater.

The fan switch controls the amount of air being discharged to the passenger compartment either through the heaters or through the defroster outlets. The system may be operated without the blower when the switch is in the "Off" position. The fan may be set at low, medium or high speed.

The lower lever turns the heater on and off and controls the temperature. To increase the temperature push the lever to the right and for decreasing the temperature push the lever to the left. The upper lever controls the defrosting air to the windshield. To obtain cool air for ventilating and de-fogging, push

this lever toward the "COOL" position. As warm air is desired on the windshield, push the lever to the "De-Fog" position. For removing ice push the lever to the extreme right "De-Ice" position.

Heater control during warm-up

For maximum heat and quickest warm-up in cold weather, push the lower lever all the way to the right and set the fan switch on high. If it is necessary to remove some fog during this period, the upper lever may be operated to direct either cool air or warm air to the windshield for the de-fogging. It will probably be most comfortable in extremely cold weather to place the upper lever in the warm position represented by the "De-Fog" position.

Series 67

The Series 67 cars are equipped with a similar heater. However, this heater heats the front compartment only and there are no floor ducts from it to the rear seat. Two additional heaters are located in the rear compartment, one within each rear armrest. Warm air from these heaters discharges through the outlet grilles located in the armrest just above the floor.

Heater control—Series 67

The Series 67 heater control panel on the instrument panel operates the front compartment heating only. The rear compartment is controlled by a completely separate unit mounted in a panel behind a sliding door just above the right rear armrest.

Air conditioner system

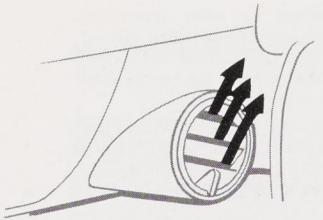
The Cadillac Air Conditioning System is designed to provide cool, dehumidified air to lower the car interior to a comfortable temperature. The cooling unit is located on the right-hand cowl side on all Series cars and delivers air into the passenger compartment through three adjustable outlets—one at each end of the instrument panel and one below the center of the instrument panel. The center outlet may be completely closed off, or it may be adjusted to direct air down or up. In the up position it will provide additional cooling for the rear compartment by directing air flow over the back of the front seat.

Controls

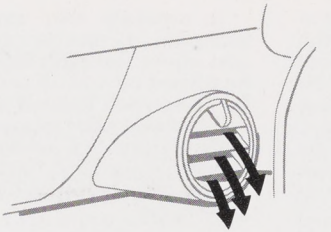
The Air Conditioner control panel is located in the instrument panel just below the instrument cluster to the left of the steering column. There is a single horizontal sliding lever which turns the system on and off and controls the temperature of the air.

A switch on the left side of the control panel regulates blower speed. Four speeds are provided: low, low medium, high medium and high. A switch on the right side of the control panel permits the driver to select either 100% outside air or, in the "Recirculate" position, mixes a small amount of outside air through the recirculated air for maximum refrigeration during extremely humid weather.

For maximum cooling move the horizontal sliding lever to the extreme right-hand position, turn the blower on "High" and set the air selection switch to "Recirculate". If the weather is not too humid, it is

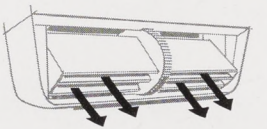


MAXIMUM COOLING *may be obtained by directing air on your person or over your outside shoulder.*



DIFFUSED COOLING *is achieved by directing air flow at any setting away from your body.*

REAR COMPARTMENT COOLING: *Set center outlet to force air up and over front seat back, and set side outlets as shown at right above.*



CENTER OUTLET *may be adjusted to aim air into front compartment only or it may be closed off entirely.*

recommended that the air selection switch be maintained in the "Normal" position all the time. This will assure better air quality under most conditions and will reduce the accumulation of objectionable odors. If the air becomes too cool, turn the blower to a lower speed or move the horizontal sliding lever to the left.

To assist you in obtaining maximum comfort and pleasure from the Air Conditioner, here are some suggestions concerning its operation:

1. When getting into a car that has been parked in the sun, open the windows for a minute or two to speed up cooling.
2. To accelerate the cool-down of a car that has been standing in the sun, the right-hand "DR" range may be used for city driving until the desired interior temperature is obtained.
3. More direct cooling can be obtained if so desired by positioning the air outlets so that the air stream blows directly toward you. After the car interior has reached a comfortable temperature the air outlets may be adjusted so that the air stream is directed away from you.
4. Make certain the heater and defroster are turned off for maximum Air Conditioning performance.

Air conditioning system—Series 67

The Series 67 car is equipped with the same cooling unit and outlets as used for the front compartment,

and, in addition, has a rear evaporator unit mounted in the trunk. This rear unit provides cooled air to the rear compartment passengers through two roof ducts and outlets mounted in the roof. This unit may be operated on all recirculated air for maximum cooling by closing off the outside air scoops with the control knob located on the rear shelf panel. It is recommended, however, that in virtually all use these outlets be left open so that the air may be as free from smoke and other odors as possible.

A separate rear control panel is also mounted alongside the heater control behind the sliding panel, just above the right-hand rear armrest. The unit may be turned on and off and air volume may be controlled by the switch located in this control panel.

The two grilles located in the rear roof are equipped with a number of small openings for providing diffused cooled air. Each grille is equipped with a door which may be opened to direct air toward the rear passengers.

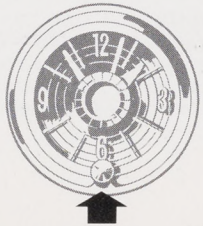
Windshield wipers and washers

Windshield wipers are controlled by a lever at the extreme left side of the instrument panel. To operate the wipers, push the lever forward to "LOW", "MEDIUM", or "HIGH" position.

Your Cadillac is also equipped with windshield washers which provide an excellent means of cleaning a windshield smeared with road spray or dirt. You can spray water on both right and left sides of the windshield by pressing the button located to the rear of the wiper control lever. At the same time that the water begins to spray, the wipers will automatically begin to operate. When the washing action is completed, move the windshield wiper lever to the "OFF" position.

Electric clock

A fully automatic electric clock is located in the upper right instrument panel nacelle. If the clock should gain or lose time you can easily reset it, and the resetting is an automatic adjustment operation. The reset knob projects from the center of the lower edge of the clock below the numeral "6". To reset, pull out the reset knob and turn until the hands register the correct time. Resetting the clock 5 minutes in either direction will automatically regulate the clock to run approximately 20 seconds per day faster or slower, depending on which way the clock is set. If more than a 20-second adjustment is desired, you can reset it after 12 hours have elapsed and thereby adjust it to run an additional 20 seconds faster or slower.



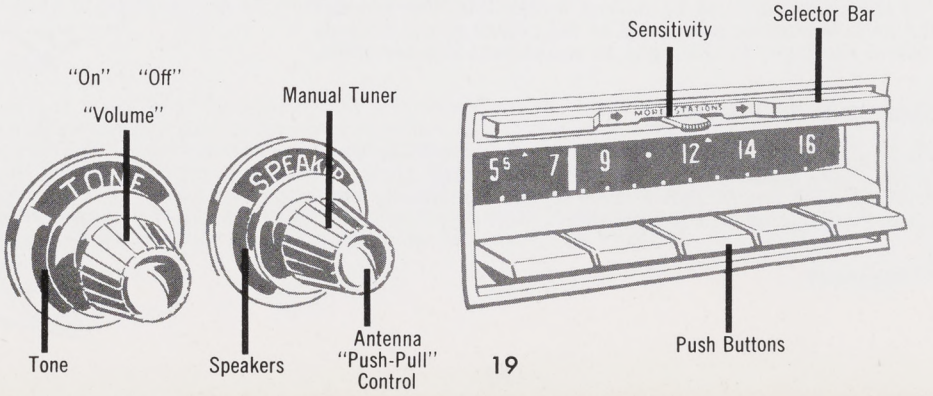
Signal-seeking pre-selector radio

The Cadillac Radio is easy and convenient to operate. The left knob is the "ON", "OFF" and "VOLUME" control. The ring around the left knob controls the tone. Turned to the left, bass tones predominate—turned to the right, treble tones are accentuated. The right knob controls the antenna and manual tuner. Pushing the knob in raises the antenna. Pulling the knob out lowers the antenna.

The ring around the right knob controls the operation of the front and rear speakers. Counterclockwise rotation operates the rear speaker. Clockwise rotation operates the front speaker. Balanced sound, front and rear, can be accomplished by centralizing the ring. Hairline tuning is achieved by a mere touch of the selector bar.

The sensitivity control is located in the center below the selector bar. This controls the strength of the stations on which the selector will stop. Moving the lever to the left will allow the tuner to stop only on the more powerful stations. In the middle position, stations of slightly lower power will be received in addition to the stronger stations. To obtain maximum sensitivity move the lever to the right to bring in the weaker stations.

Five stations can be set on the individual push buttons. Tune in the desired station nearest the left end of the dial with the manual tuner. Move the first button to the left and pull out, then push the button all the way in. The first push button will now select that station. Repeat this process with the remaining four push buttons.



mirrors . . .

Glare-proof inside rear-view mirror

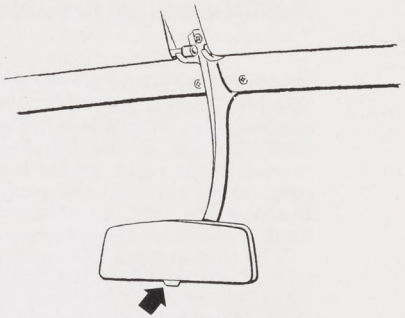
The Cadillac Glare-Proof Inside Rear-View Mirror shifts from clear daylight visibility to non-glare visibility at night by adjusting the small tab at the bottom of the mirror which is marked "DAY" and "NIGHT". The mirror can be moved to accommodate the driver's height and seat position for greater driving convenience. Rotating the mirror 180° on its pivot will provide still further adjustment.

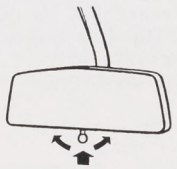
Eldorado inside rear-view mirror

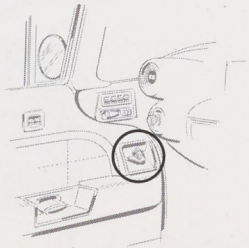
The Eldorado E-Z-Eye 3-Way Inside Rear-View Mirror has an adjustment for three differing types of driving. For daylight driving the lever at the bottom of the mirror should be moved to the left. For normal night driving the lever should be positioned at the center of the bottom of the mirror. Move the lever to the right to counteract intense glare.

Remote-control outside mirror

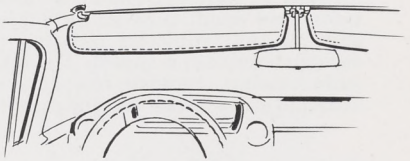
Your Cadillac is equipped with a Remote-Control Outside Rear-View Mirror. Movement of the handle, inside the car, adjusts the mirror to suit your requirements. On the 60 Series there is also a manually controlled outside rear-view mirror on the right side.







Interior sun visors

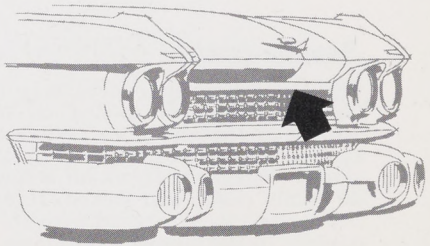


Your Cadillac is equipped with interior sun visors. They may be pulled down to reduce glare or to shut out the direct rays of the sun. They also may be moved to shield against sun rays entering through side windows. The inside ends of the sun visors fit snugly into special slots to keep them firmly in place. They swing free with little pressure when you want them to protect against sun glare in the side windows.

Keys

Two separate keys are provided for your convenience. The key with the octagon head operates the ignition and door locks. The rounded key is used in the luggage compartment and glove box door locks to protect the privacy of these places when it is necessary to leave your car with the ignition key in it. Remove the "Knock Out" plug with key number from the key head and keep it, or a record of the number, to make replacements or duplications of your keys easy and quick.

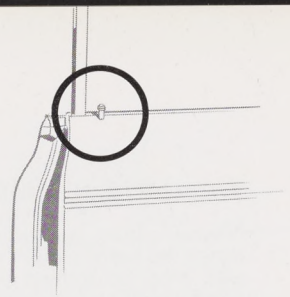
Hood lock



The hood lock is operated by a lever that is accessible at the hood opening, as you face the car, just to the right of center. Pull the lever upward and toward you to unlock and open the hood. The first part of the lever's movement releases the primary lock. Pulling the lever to the limit of its travel opens the safety catch and, with the lever in this position, an upward pressure will raise the hood. To close hood, push it down until it drops of its own weight. Make certain hood lock is firmly engaged.

Luggage compartment

The lid on the luggage compartment of your Cadillac is counterbalanced for easy opening. It has a key-lock release. To open, insert the key with the round head, turn in a clockwise direction and lift up on the lower edge of the trunk lid molding. An interior light goes on when the compartment lid is raised. To close, pull down to a position 6 or 8 inches from closing, remove the key and push lid firmly downward. This automatically locks the luggage compartment.



Door locks (manual)

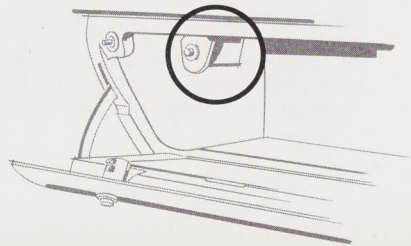
Cadillac door locks are designed for passenger safety and security for your car and possessions. Each door on your Cadillac can be locked from the inside by pushing down the lock button on the window sill. Doors may also be locked from the outside with this button by pushing the button down while the door is open, and then holding the door handle opening button all the way in while closing the door. Locks on the rear doors of sedans are set so that both the inside and outside door handles are inoperative when the lock button is depressed. To open a door, lift the lock button before operating the door handle.

Door locks (electric)

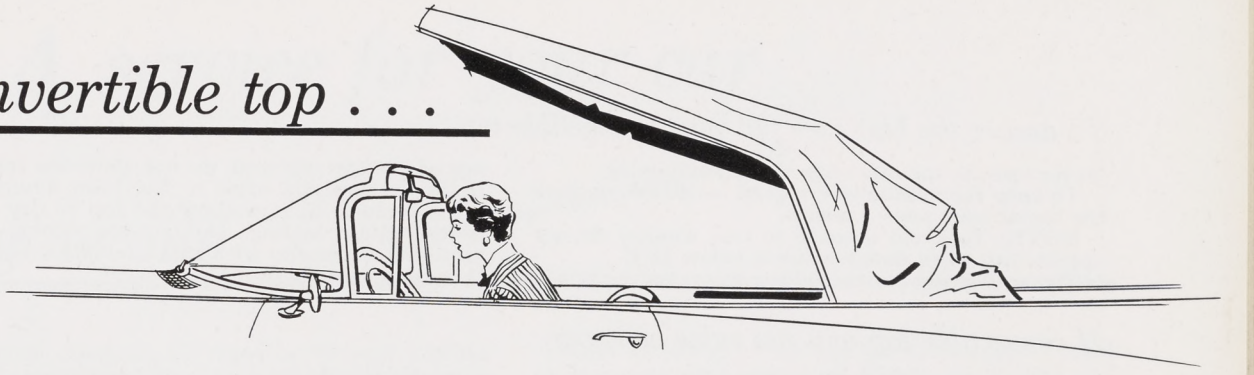
If your car is equipped with electrically actuated door lock buttons all doors may be locked or unlocked by operating the switch located on each front door panel. Push the switch "down" to move all door lock buttons to the locked position and "up" to move the lock buttons to the unlocked position. The electric locking mechanism does not, at any time, interfere with manual operation of any door lock button.

Remote-control trunk lid lock

The luggage compartment may be equipped with a remote-controlled lock. The control switch to unlock the luggage compartment is located in the glove box. When the switch is pushed, the trunk lid is automatically unlocked and a reminder light glows in the instrument cluster. When the trunk lid is lowered, an electric mechanism pulls the lid firmly closed and locked. In addition to the automatic controls, the trunk can also be opened with the key from outside the car. To prevent damage to the closing mechanism, avoid slamming the lid when closing.

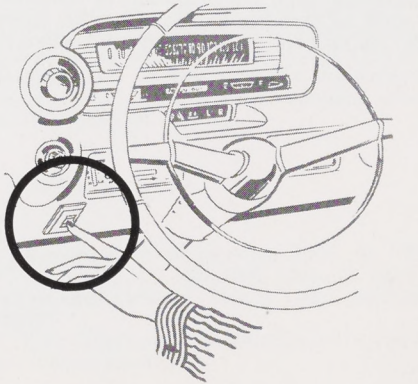


convertible top . . .



To operate the top

To lower the top on the convertible coupe or the Eldorado Biarritz, stop the car, turn down the sun visors, release the two locking handles, and push the front of the top upward to disengage the guide pins from the strikers. The control for operating the top is located on the instrument panel below and to the left of the steering column. Push down on this control switch until the top is fully lowered. Instructions on care and folding of the top material and installing the top boot or cover will be found in the instruction booklet in your glove compartment. To close the top, stop the car and remove the top boot. Lift up on the top control switch and allow top to fully raise. Before turning handles to lock top in position, be sure that top is engaged with the guide pins.



To assure the best care for your convertible top

Never operate the top while the car is moving.

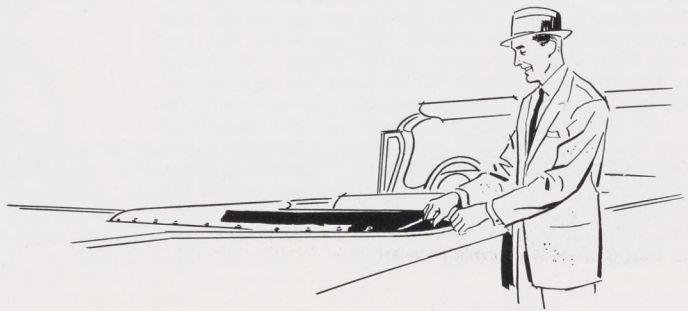
To keep the mechanism in good condition, operate the top at least once a month.

NOTE: To avoid damage to rear window do not operate top when temperature is below 32°F.

To avoid water stains, mildew or excessive shrinkage of the top material, do not allow the top to dry in folded position after it has been dampened or water-soaked. Always allow the top to dry while it is up, before folding. Do not use strong cleaning solutions or brushes with stiff bristles for cleaning as they may damage the top.

If convertible top will not raise or lower

Avoid interfering with the mechanical operation of the top—such as holding or retarding its operation in any way. Should the mechanism bind when raised or lowered, relieve the point of interference immediately to avoid the possibility of damage to the top. Do not force the top.



section 4 *service for your car*

engine oils . . .

The engine crankcase oil capacity for your Cadillac is five quarts. The proper oil level should always be maintained. A safe driving range is marked on the oil indicator. If the level should fall to the "ADD OIL" mark, add oil immediately. Do not add above the "FULL" mark. Each time you buy gasoline you should have your oil checked. Have it checked, too, before starting on long drives. After the initial oil change at 500 miles and the second change at 2,000 miles, your car's engine oil should be drained and replaced *every two months* or 2,000 miles, whichever occurs first. More frequent changes are required with stop-and-go operation, dusty road travel or during prolonged cold or wet climatic conditions. In such cases, an oil change is recommended after 1,000 or even 500 miles of driving.

Engine oil recommendations

The proper engine oil is of great importance in obtaining maximum performance and satisfaction from your Cadillac. Your Cadillac Serviceman will be pleased to assist you in making a choice. For maximum protection of your Cadillac engine under all normal driving conditions, it is recommended that oils designated "For Service MS" or "For Service DG" be used. In addition, the oil pan should be removed and cleaned once a year, preferably in the spring.

NOTE: Flushing the crankcase to remove sludge is not recommended.

The first 500 miles

There is special oil in the crankcase of your car at the time it is delivered to you. This should be used for the first 500 miles of driving and then changed. If additional oil should be necessary during this period, use nothing heavier than 10W oil in the winter or 20W in the summer.

After the first 500 miles

For best engine performance after the first 500 miles, SAE 20W or SAE 20 engine oil should be used during summer weather. If your car is regularly driven at high speeds, or if the daylight temperature averages above 90°F., SAE 30 oil may be used.

For cold weather, oil should be selected that will permit easy starting at the lowest temperature anticipated for the entire period. Unless the proper oil is selected, you may have difficulty starting your car if the temperature drops suddenly.

Several oil companies now market multiple viscosity oils such as SAE 10W-30. These grades of oil combine the low-temperature, easy-starting characteristics of the lower viscosity number oil with the warm-weather operating characteristics of the higher viscosity number oil.

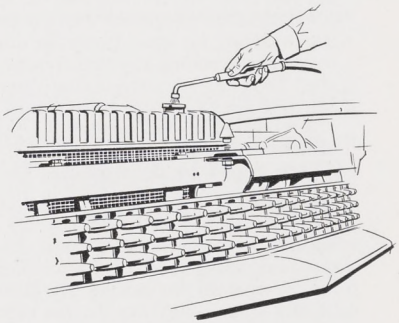
The following chart will serve as a guide for the proper oil viscosity to be used at the lowest expected temperature. It is unnecessary to change the oil for the unseasonably cold or warm day encountered during the fall or spring season.

If you anticipate that the lowest atmospheric temperature will be:	Use viscosity grade:
Not lower than +32°F	SAE 20, SAE 20W or SAE 10W-30
Not lower than +10°F	SAE 20W or SAE 10W-30
Not lower than −10°F	SAE 10W or SAE 10W-30
Below −10°F	SAE 5W-20

engine cooling . . .

The cooling system of your Cadillac engine has been designed to maintain predetermined temperatures for efficient operation.

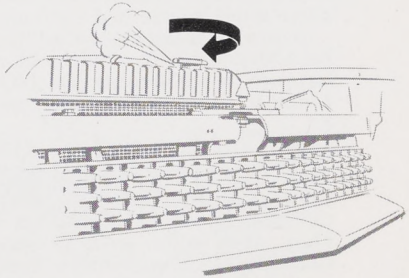
The cooling system requires regular attention. The proper coolant level is two inches below the top of the filler neck when the engine is cold. Keep the system leakproof by having all connections tightened regularly. Have your Cadillac Dealer clean and flush the system twice a year. Refer to page 38 for cooling system capacity of your car.



Important safety note

Avoid removing the filler cap while the engine is at normal operating temperature, as hot coolant will spray out. However, should it become necessary to add water, rotate the cap toward the left until the first stop is reached and allow pressure to escape. Then turn again to the left to remove. Be sure the cap is turned tightly when reinstalled.

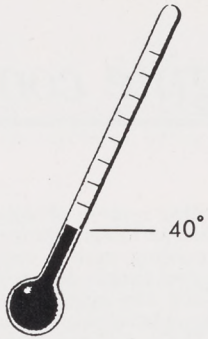
CAUTION: If temperature gauge indicates above normal temperature, make certain engine is running or is allowed to cool down to normal temperature before adding cold water.



Antifreeze protection

Antifreeze should be installed in your Cadillac cooling system before the winter season to protect it against freezing weather. A permanent glycol type or an alcohol base antifreeze such as denatured alcohol, methanol or propanol can be used. For positive protection of your cooling system against possible corrosive action by antifreeze compounds, have the cooling system drained and flushed each spring. Make certain that fresh antifreeze is installed at the beginning of every winter season. Do not leave glycol solution in the cooling system through the summer.

DO NOT USE kerosene, other oils or solutions containing calcium chloride, magnesium chloride, sodium silicate or other inorganic salts. These could be detrimental to the car's cooling system.



Installing antifreeze

Before installing antifreeze, have the car's cooling system thoroughly cleaned, inspected and serviced for winter operation. A cooling system sealer should be added at the time of such service. Regular inspection of the entire system to prevent leaks should be made after antifreeze is installed. Glycol solutions in the crankcase can damage the engine.

If cooling system is drained for protection against freezing, heater cores must be drained individually.

A proper mixture of Cadillac Windshield Washer Solvent should also be added to your windshield washer jar at this time to prevent freeze damage to the washer jar. NOTE: The washers may not operate effectively in freezing temperatures or while traveling at high speeds.

Use Cadillac cooling system inhibitor

Your Cadillac, when delivered to you, contained a charge of Cadillac Cooling System Inhibitor and, regardless of the season, a fresh charge of Inhibitor should be added whenever the system is drained and refilled, even when an antifreeze containing an Inhibitor is being used. Cadillac Cooling System Inhibitor contains a special chemical that retards the formation of rust and scale and reduces the possibility of water pump squeal. It can be used with any standard antifreeze. Your Cadillac Dealer can supply you with Cadillac Cooling System Inhibitor.

fuel . . .

The best fuel for your Cadillac

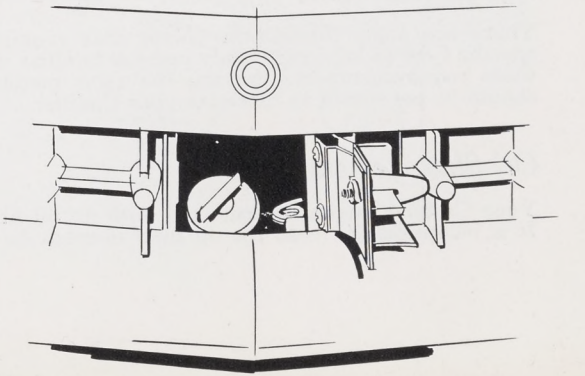
A high-octane gasoline is required for good engine performance. The use of fuels with a low-octane rating will result in severe engine knock, with possible damage to major engine parts. Since the manufacturer regards engine damage which is caused by the use of low-octane fuels as misuse of the engine, you should, when buying gasoline, specify a gasoline that will meet the engine's requirements. Engine detonation—known as spark knock or "pinging"—will generally indicate that the octane rating of the fuel is below engine requirement. If you are using the best available fuel and there is detonation —or "pinging"—see your Cadillac Dealer.

Gasoline tank

On all models, the gasoline filler cap is located behind the rear grille and directly below the trunk lock. Press on the right side of the door to open.

Do not become alarmed if you should notice that your car seems to be losing power at fairly high altitudes. Any marked gain in altitude results in reduced air density and power.

If you plan to drive outside of the United States where high-octane fuels may not be available, it is advisable to contact General Motors Overseas Operation Service Department, 9-164 General Motors Building, Detroit 2, Michigan, to determine if any modification must be made to lower the compression ratio of the engine. When you arrive abroad, ask the nearest Authorized General Motors Dealer in that area for brand names of the best fuels available.



chassis lubrication . . .

Lubrication schedule

The chassis requires lubrication *at least every two months* or 2,000 miles. All chassis lubricating points are listed and illustrated in a Cadillac Lubrication Chart available, upon request, from the Service Department, Cadillac Motor Car Division, General Motors Corporation, P.O. Box 297, Detroit 32, Michigan.

Other lubrication

There are some lubrication points that require a specific type of lubricant. Only persons familiar with these requirements and having the right materials should be permitted to lubricate your Cadillac.

Oil filter element

Your Cadillac engine is protected with an oil filter. It is recommended that the oil filter element be replaced every 6,000 miles. Replacement elements are available through your Dealer.

Carburetor air filter

The carburetor air filter is of the dry pack type. It should be removed and inspected every 6,000 miles under normal driving conditions. Inspect more frequently if the car is operated in sandy or dusty areas. Install a new filter element if needed at time of inspection or at least every 24,000 miles on standard cars and 12,000 miles on cars with three carburetors.

Fuel filter

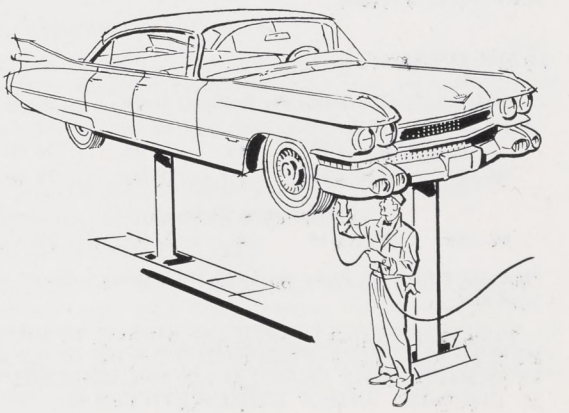
After driving your Cadillac the first 2,000 miles, have the car's fuel filter inspected. The filtering unit should be replaced every 6,000 miles, or more frequently if there is any evidence of clogging. The filter element has the ability to stop very small dirt particles that could cause carburetor flooding.

Use these factory-recommended fluids

Hydra-Matic Power Steering System	Automatic transmission fluid AQ-ATF, followed by three digits and the suffix letter A, or Cadillac Fluid available from Authorized Cadillac Dealers.
Brake System	Delco Super No. 11 brake fluid.
Rear Axle	SAE 90 "Multi-Purpose" lubricant—when temperatures of 0° or below are anticipated for long periods of time, use SAE 80.

Hoists—service lifting equipment

The tubular-center X frame used on all 1959 Cadillac cars requires some precaution when lifting equipment of the frame-engaging type is used. The preferred type of hoist for lifting all Cadillac cars is that which engages the front suspension and rear axle or all four wheels.



tires . . .

Maintenance for your tubeless tires

Have the tubeless tires on your Cadillac checked twice a month. As with any tires, regular attention will extend tire life and help you avoid emergency repairs. Should a tubeless tire develop a leak it can be easily repaired at any regular service station.

TO AVOID SERIOUS DAMAGE, CARE SHOULD BE TAKEN AGAINST OVERINFLATING THE TIRES.

Tire pressures

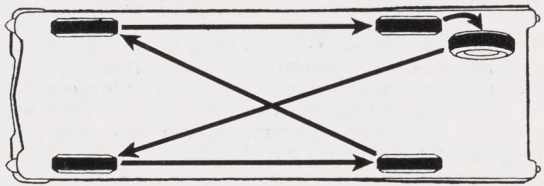
Series	Tire Size	Ply Rating	Front	Rear
59—60, 62, 63, 64*	8.20 x 15	4	24 lbs.	24 lbs.
59—67	8.20 x 15	6	28 lbs.	28 lbs.
	(Commercial Chassis)			
59—68	8.90 x 15	6	24 lbs.	30 lbs.

*Tire size 8.00 x 15, 4-ply blackwall tire inflation is 26 psi front and rear.

FOR SUSTAINED SPEEDS ABOVE 75 MILES PER HOUR, TIRE PRESSURE ON 60, 62, 63 and 64 SERIES CARS SHOULD BE INCREASED TO 28 POUNDS WHEN CHECKED COLD.

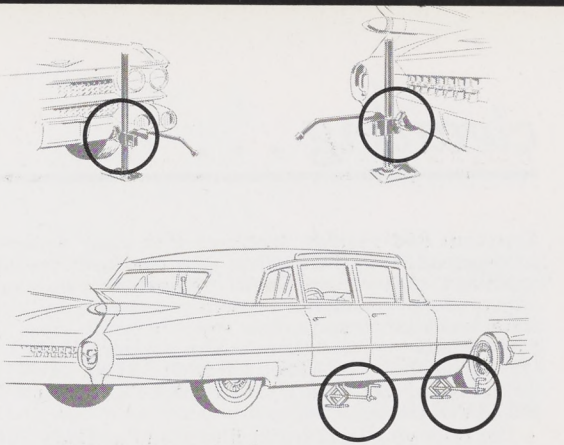
Interchanging tires

Wheels and tires should be crisscrossed and alternated with the spare to assure even wear and maximum mileage. Interchange the wheels and tires on your car, as indicated in the illustration, *at least* every 4,000 miles. Interchanging will prolong tire life, reduce uneven wear, and minimize tire thump or roughness.



Emergency wheel change

1. If it is at all possible, have the car on level ground off the highway. Set the parking brake. BLOCK THE WHEEL DIAGONALLY OPPOSITE THE FLAT TIRE WITH THE WEDGE BLOCK PROVIDED.
2. On air suspension equipped cars, shut off engine, pull lift control handle on instrument panel completely out, and allow car to rise to maximum height.
3. Insert the jack hook in the jack socket on the underside of the rear bumper or the underside of the front bumper guard. Raise the wheel. Rear wheel shields can be removed by turning the locking rod nut, located forward of center in the lower edge of the shield, counterclockwise by using the wheel wrench. Tip the shield outward at the top while raising up and away from the mounting hooks. To install the shield, engage the mounting hooks at the bottom of the shield with the fender hooks and then push the top of the shield in. Tighten the nut with the wheel wrench.
4. Remove the wheel disc, using flattened end of jack handle as lever.
5. Remove right wheel mounting nuts by turning to the left. Remove left wheel mounting nuts by turning to the right. Lift the wheel off the hub.
6. Install the wheel by reverse procedure.
7. If your car is equipped with air suspension, push lift control handle completely in and allow car to return to its normal standing height before driving.



Location of car jack

There is a jack stowage bracket on the right wall of the luggage compartment. The jack should be mounted on this bracket as shown on the instruction label attached to the rear compartment lid.

Special instructions for 8-passenger sedans, limousines and the commercial chassis

Because of their additional weight and length, a scissor type jack that engages the frame side rail is provided with these models. Locate the jack on the frame at the positions indicated in the above drawing. Follow the safety and wheel changing procedures outlined at the left.

cleaning . . .

Frequent and regular washings with clear water are recommended for the finish of your Cadillac. Frequent washings protect the finish against the damaging effects of such elements as calcium chloride and other salts, road tar, insects, tree sap, chemicals from factory chimneys and other foreign matter. THE USE OF STRONG SOAPS, CHEMICALS, DETERGENTS AND VERY HOT WATER SHOULD BE AVOIDED.

For removing light traffic film, Cadillac Body Polish is recommended. Extra care should be taken in the application of any cleaner or polish. The use of power buffing wheels for application should be avoided. The use of wax to protect the new acrylic finish of your car is *unnecessary*. However, if you wish to have it applied, be sure your car has been exposed to weather for at least sixty days.

NOTE: Some commercial cleaners used for removing road oil and tars from car finishes have been found to be detrimental to acrylic lacquers. When purchasing a cleaner make sure the instructions specifically state that the contents can be safely used on the acrylic finishes.

Chrome

Many parts of your Cadillac such as the bumpers, wheel discs and hardware are chrome plated. Chromium plating is susceptible to the actions of solutions being used on streets and highways to melt ice. Corrosive damage may also be caused by salt air found near the coastlines, smoke from factories, and other conditions found in today's cities. When such conditions exist, frequent washing and waxing are necessary. Cadillac Chrome Cleaner is an excellent solution for cleaning the chrome on your car. Follow the directions on the container.

Anodized aluminum parts

Caustic cleaning agents will discolor any anodized aluminum parts such as the Cadillac "V" and Crest, the grille and some exterior trim. A good coat of wax will reduce the possibility of discoloration.

Glass

Dirt and insects can be removed from the glass with clear water. Never wipe glass with a dry paper or cloth. Do not operate the windshield wipers when the glass is dry. Periodic inspection and replacement of the wiper blades will reduce the possibility of glass becoming scratched.

White sidewall tires

Cadillac White Sidewall Tire Cleaner is recommended for cleaning white sidewall tires. It is easy to use and highly effective. DO NOT use gasoline, kerosene or any oil product that will discolor the tire sidewalls or damage the rubber.

Upholstery and carpets

The accumulation of dirt and dust in the upholstery and carpets can be prevented with frequent brushings or vacuuming. Cadillac KAR-KLEEN is a preparation which is especially recommended for cleaning carpets and upholstery and restoring them to like-new condition. KAR-KLEEN is easy to use and is not harmful to colors and fabrics. Follow the instructions on the container.

Leather

Leathers used on Cadillac cars can be kept clean with regular dusting. Dirt can be cleaned off with an application of thick suds made from neutral soap in lukewarm water. Remove the suds with a clean damp cloth and wipe dry. DO NOT USE polish, oils, solvents, saddle soap, or alcohol cleaners.

Convertible and Eldorado top

Art gum or natural rubber will remove most soil spots, such as finger marks, from the convertible top. Deeply embedded dirt can be removed by rubbing carefully with a moist cloth or sponge and with the use of a small amount of "*foaming*" *type cleanser*. If you wish to wash the top, use plenty of lukewarm water and suds from a neutral soap. A cloth or soft-bristled brush is recommended for use in applying the solution of suds. All traces of soap should be removed with generous quantities of clean water. DO NOT USE volatile cleaners, naphtha, gasoline, household cleaners and detergents, harsh soaps and bleaching agents. A stiff-bristled brush may seriously damage the stitching in cloth tops.

To avoid wrinkles and mildew, do not fold the top while damp.

Convertible rear window

Care should be used in cleaning the plastic rear window of the convertible top.

When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe crosswise.

Use cold or lukewarm water and mild neutral soapsuds for cleaning. After washing, rinse with clear water and wipe with a slightly moistened clean, soft cloth. NEVER USE SOLVENTS OR CLEANERS OF ALCOHOLIC OR OTHER CHEMICAL CONTENT. These liquids may possibly have a deteriorating effect on the plastic and, if spilled, might spot the car finish.

Caution should be used in removing frost, snow or ice during the winter months. DO NOT USE A SCRAPER.

Cadillac Service . . .

The Cadillac Owner Protection Policy has been developed so that you can be sure that your car receives specialized care and attention at the lowest possible cost. Economy of operation can only be attained by proper preventive maintenance service. Authorized Cadillac Service Stations are in a position to offer you the ultimate in servicing your car because their service personnel have the advantages of:

1. Specialized Cadillac Training at General Motors Training Centers.

2. Special tools and equipment designed for Cadillac products.

3. Genuine Cadillac Parts that are designed and built for the product.

4. Factory product information and cooperation that contribute to efficient service and mechanical procedures.

The value of preventive maintenance has become a recognized fact in vehicle operation. The proper care and maintenance of your new car will protect your investment, avoid high cost repairs and result in lasting satisfaction with your new Cadillac.

safety notes . . .

Make every day a "SAFE DRIVING DAY". Check your driving habits and keep abreast of the traffic laws. Make courtesy your code of the road and you will reap the benefits of the courtesy of others.

Ten-point safety check

This is a complete service offered by all Authorized Cadillac Dealers. It includes all the vital safety points of your car. Ask for this service at periodic intervals, depending on the type of driving you do.

If your car is equipped with Cruise Control, ask your dealer to check its performance in addition to the items that will be inspected during the Ten-Point Safety Check.

Preventive maintenance

Follow an established schedule of checks for correct tire pressures, oil, water and battery levels.

Accurately aimed headlamps

Cadillac dealers are equipped with a Guide Lamp T 3 Aimer. This device meets the S.A.E. Specification for Mechanical Aimers, and assures safe, correctly aimed headlights.

Brakes and lights

Have your brakes and lights (tail, back-up, brake and accessory) checked regularly. Your Authorized Cadillac Dealer has the modern equipment, necessary genuine Cadillac Parts, and "know-how" to handle these services promptly.

Exhaust gases

Carbon monoxide poisoning is always present in exhaust gases when any concentration of these gases is present in the air; namely, in a garage, in congested traffic, or when stopped closely behind a vehicle with its motor running. With the air intake located just below the windshield, your Cadillac provides you with maximum protection against exhaust fumes. Exhaust gases may have strong odors which normally should give warning of their presence. However, the exhaust gases from some vehicles may not be so noticeable under certain conditions, and the senses of various people react differently. Precautions should be taken to avoid exposing yourself to the effects of these fumes. These gases contain poisonous carbon monoxide which by itself is tasteless, colorless and odorless.

specifications . . .

License data

The engine number, which is also the serial number, is stamped on the car in two places: on the left-hand side of the cylinder block above the oil pan, and on top of the left-hand frame side member adjacent to the radiator support.

Body Style	Body No.	Body Code	Engine Serial No.*
Convertible	6267	F	59F000001
Biarritz	6467	E	59E000001
Standard Coupe	6237	G	59G000001
Coupe de Ville	6337	J	59J000001
Seville	6437	H	59H000001
Standard Sedan	6229	K	59K000001
Standard Sedan	6239	A	59A000001
Sedan de Ville	6339	B	59B000001
Sedan de Ville	6329	L	59L000001
Sixty Special	6029	M	59M000001
75 Sedan	6723	R	59R000001
75 Imperial	6733	S	59S000001
Brougham	6929	P	59P000001
Commercial Chassis	6880	Z	59Z000001

*The last six digits of the first 1959 model car manufactured will be number 000001 regardless of series or style, and subsequent cars built will be numbered in numerical sequence.

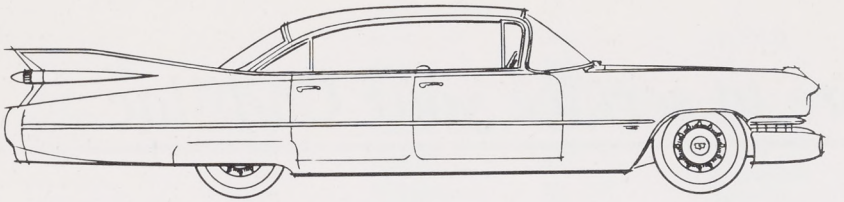
Weight

Consult the Dealer who sold you the car or the Motor Vehicle Commissioner of your state. Weight information on all body styles is regularly supplied to these authorities.

Type of Engine	90°, V-8 overhead-valve
Bore and Stroke	4 in. x 3.875 in.
Piston Displacement	390 cu. in.

Fluid Capacities—Series 60, 62, 63, 64, 67, 68
Fuel Tank—21 gals.
Cooling System 18.5 quarts
with heater* 19.25 quarts
and air conditioner 19.75 quarts
Transmission (Refill) 11 quarts

*Series 67 requires 21 quarts



1959 Cadillac over-all dimensions

Model	*Length*	*Height*	*Approximate Width*
6029	225″	56.2″	80.0″
6229	225″	56.2″	80.0″
6239	225″	53.7″	80.0″
6339	225″	53.7″	80.0″
6329	225″	56.2″	80.0″
6237	225″	54.1″	80.0″
6337	225″	54.1″	80.0″
6437	225″	54.8″	80.0″
6267	225″	53.7″	80.0″
6467	225″	54.4″	80.0″
6723	244.8″	59.3″	80.0″
6733	244.8″	59.3″	80.0″

where to service your Cadillac . . .

ALABAMA

Andalusia
Anniston
Bessemer
Birmingham
Brewton
Decatur
Dothan
Ensley
Eufaula
Fayette
Florence
Gadsden
Huntsville
Jackson
Mobile
Montgomery
Opelika
Selma
Troy
Tuscaloosa
Tuskegee

ALASKA

Anchorage
Fairbanks
Juneau
Kodiak

ARIZONA

Douglas
Flagstaff
Globe
Holbrook
Kingman
Lowell
Nogales
Phoenix
Prescott
Safford
Tucson
Yuma

ARKANSAS

Arkadelphia
Blytheville
Camden
Crossett
El Dorado
Fayetteville
Forrest City
Ft. Smith
Harrison
Helena
Hot Springs
Jonesboro
Little Rock
Monticello
Newport
Osceola
Paragould
Pine Bluff
Russellville
Searcy
Texarkana
West Memphis

CALIFORNIA

Alhambra
Alturas
Bakersfield
Barstow
Berkeley
Beverly Hills
Bishop
Blythe
Burlingame
Chico
Coalinga
Crescent City
Delano
El Centro
Escondido
Eureka
Fairfield
Fresno
Fullerton
Gilroy
Glendale
Grass Valley
Hanford
Hayward
Hermosa Beach
Hollywood
Huntington Park
Indio
Inglewood
Jackson
King City
Laguna Beach
Lancaster
Lodi
Long Beach
Los Angeles
Los Banos
Los Gatos
Madera
Martinez
Merced
Modesto
Monterey
Mt. Shasta
Napa
Needles
Oakland
Ontario
Oroville
Oxnard
Palm Springs
Palo Alto
Pasadena
Paso Robles
Petaluma
Pittsburg
Placerville
Pomona
Porterville
Quincy
Red Bluff
Redding
Richmond
Ridgecrest
Riverside
Roseville
Sacramento
Salinas
San Bernardino
San Diego
San Fernando
San Francisco
San Jose
San Luis Obispo
San Pedro
San Rafael
Santa Ana
Santa Barbara
Santa Cruz
Santa Maria
Santa Monica
Santa Rosa
Sherman Oaks
Sonora
Stockton
Susanville
Tracy
Turlock
Ukiah
Vallejo
Ventura
Victorville
Visalia
Walnut Creek
Watsonville
Whittier
Willows
Woodland
Yosemite Park
Yreka
Yuba City

COLORADO

Alamosa
Boulder
Burlington
Canon City
Colorado Springs
Craig
Delta
Denver
Durango
Glenwood Springs
Grand Junction

COLORADO (Continued)

Greeley
Julesburg
LaJunta
Lamar
Leadville
Loveland
Montrose
Pueblo
Rifle
Rocky Ford
Salida
Sterling
Trinidad
Walsenburg
Wray

CONNECTICUT

Bridgeport
Bristol
Danbury
Greenwich
Hartford
Meridan
Middletown
Milford
Mystic
New Britain
New Haven
New London
New Milford
Norwich
Putnum
Ridgefield
Rockville
Shelton
South Norwalk
Stamford
Stratford
Torrington
Waterbury
Westport
Willimantic

DELAWARE

Milford
Wilmington

DISTRICT OF COLUMBIA

Washington

FLORIDA

Bartow
Bradenton
Clearwater
Daytona Beach
Deland
Delray Beach
Fort Lauderdale
Fort Myers
Fort Pierce
Gainsville
Graceville
Jacksonville
Key West
Lake City
Lakeland
Lake Wales
Leesburg
Melbourne
Miami
Ocala
Orlando
Panama City
Pensacola
St. Augustine
St. Petersburg
Sanford
Sarasota
Tallahassee
Tampa
Vero Beach
West Palm Beach

GEORGIA

Albany
Americus
Athens
Atlanta
Augusta
Brunswick
Carrollton
Columbus
Cordele
Dalton
Dublin
Elberton
Fitzgerald
Gainsville
Griffin
LaGrange
Macon
Marietta
Monroe
Newnan
Rome
Savannah
Statesboro
Swainsboro
Thomaston
Thomasville
Thomson
Tifton
Toccoa
Valdosta
Vidalia
Waycross
Waynesboro

IDAHO

Blackfoot
Boise
Coeur d'Alene
Gooding
Grangeville
Idaho Falls
Kellogg
Ketchum
Lewiston
Montpelier
Moscow
Nampa
Pocatello
Rupert
St. Anthony
Salmon
Sandpoint
Twin Falls
Weiser

ILLINOIS

Albion
Aledo
Alton
Anna
Aurora
Beardstown
Belleville
Belvidere
Benton
Bloomington
Blue Island
Brookfield
Cairo
Canton
Carbondale
Carlinville
Carmi
Carrollton
Centralia
Champaign
Chester
Chicago
Chicago Heights
Collinsville
Danville
Decatur
DeKalb
Dixon
Dundee
E. St. Louis
Effingham
Elgin
Elmhurst
Evanston
Fairfield
Flora
Freeport
Galesburg
Geneseo
Harrisburg
Highland Park
Jacksonville
Jerseyville
Joliet
Kankakee
Kewanee
LaSalle
Lincoln
Litchfield
Marion
Mattoon
Macomb
McHenry
Metropolis
Moline
Monmouth
Monticello
Morris
Mt. Carmel
Mt. Vernon
Oak Park
Olney
Ottawa
Paris
Park Ridge
Paxton
Pekin
Peoria
Pontiac
Princeton
Prophetstown
Quincy
Robinson
Rochelle
Rockford
Rock Island
Rushville
Salem
Savanna
Shelbyville
Springfield
Sterling
Streator
Sullivan
Taylorville
Trenton
Tuscola
Vandalia
Watseka
Waukegan

INDIANA

Anderson
Angola
Auburn
Bedford
Bloomington
Bluffton
Brazil
Columbia City
Columbus
Crawfordsville
Decatur
Elkhart

INDIANA (Continued)

Elwood
Evansville
Ft. Wayne
Frankfort
Gary
Goshen
Greensburg
Hammond
Hartford City
Huntington
Indianapolis
Jasper
Kendallville
Kentland
Knox
Kokomo
Lafayette
LaGrange
Ligonier
Logansport
Madison
Marion
Michigan City
Milan
Monticello
Muncie
New Castle
Peru
Plymouth
Portland
Rensselaer
Richmond
Rochester
Rushville
Salem
Seymour
Shelbyville
South Bend
Sullivan
Terre Haute
Valparaiso
Vincennes
Wabash
Warsaw

IOWA

Algona
Ames
Atlantic
Boone
Burlington
Carroll
Cedar Rapids
Centerville
Chariton
Charles City
Cherokee
Clarinda
Clinton
Council Bluffs
Creston
Davenport
Decorah
Denison
Des Moines
De Witt
Dubuque
Eagle Grove
Emmetsburg
Estherville
Forest City
Fort Dodge
Ft. Madison
Hampton
Harlan
Humboldt
Ida Grove
Iowa City
Iowa Falls
Jefferson
Keokuk
Knoxville
LeMars
Maquoketa
Marshalltown
Mason City
Mt. Pleasant
Muscatine
Newton
Oelwein
Onawa
Orange City
Osceola
Oskaloosa
Ottumwa
Perry
Red Oak
Rock Rapids
Sheldon
Shenandoah
Sibley
Sioux City
Spencer
Spirit Lake
Storm Lake
Tama
Washington
Waterloo
Webster City
Winterset

KANSAS

Abilene
Arkansas City
Atchison
Burlingame
Cawker City
Chanute
Clay Center
Coffeyville
Colby
Concordia
Dighton
Dodge City
El Dorado
Emporia
Ft. Scott
Garden City
Garnett
Goodland
Great Bend
Greensburg
Hays
Hiawatha
Hugoton
Hutchinson
Independence
Iola
Junction City
Kansas City
LaCrosse
Larned
Lawrence
Leavenworth
Liberal
Manhattan
Marysville
McPherson
Ness City
Newton
Norton
Oberlin
Ottawa
Parsons
Phillipsburg
Pittsburg
Pratt
Russell
Sabetha
Salina
Scott City
Topeka
Wamego
Wichita
Winfield

KENTUCKY

Ashland
Barbourville
Bowling Green
Carrollton
Corbin
Covington
Cumberland
Danville
Elizabethtown
Frankfort
Fulton
Glasgow
Greenville
Harlan
Hazard
Hopkinsville
Lebanon
Lexington
Louisville
Madisonville
Mayfield
Middlesboro
Murray
Owensboro
Paducah
Pikeville
Pineville
Prestonburg
Somerset
Stearns
Whitesburg

LOUISIANA

Alexandria
Bastrop
Baton Rouge
Bogalusa
Hammond
Homer
Houma
Jena
Jennings
Lafayette
Lake Charles
Leesville
Monroe
Morgan City
Natchitoches
New Orleans
Oakdale
Opelousas
Plaquemine
Ruston
Shreveport
Vivian

MAINE

Augusta
Bangor
Bar Harbor
Bath
Biddeford
Calais
Caribou
Houlton
Lewiston
Millinocket

MAINE (Continued)

Portland
Rockland
Rumford
Sanford
Skowhegan
Waterville

MARYLAND

Annapolis
Baltimore
Bel Air
Bethesda
Cumberland
Easton
Frederick
Hagerstown
Hancock
Havre de Grace
Pocomoke City
Salisbury
Westminster

MASSACHUSETTS

Andover
Attleboro
Belmont
Beverly Farms
Boston
Brockton
Brookline
Chicopee
Clinton
Concord
Dalton
Dorchester
Dudley
Fall River
Fitchburg
Framingham
Gloucester
Great Barrington
Greenfield
Haverhill
Hyannis
Hyde Park
Lowell
Lynn
Malden
Marlboro
Medford
Milford
New Bedford
Newburyport
Newton
Newton Centre
North Adams
Northampton
North Cambridge
Norwood
Pittsfield
Plymouth
Quincy
Salem
Somerville
Springfield
Taunton
Waltham
Watertown
Wellesley
Winchester
Worcester

MICHIGAN

Adrian
Alma
Alpena
Ann Arbor
Bad Axe
Battle Creek
Bay City
Benton Harbor
Birmingham
Cadillac
Calumet
Caro
Center Line
Charlevoix
Cheboygan
Coldwater
Dearborn
Detroit
Escanaba
Flint
Gladwin
Grand Rapids
Grayling
Greenville
Grosse Pointe
Hastings
Hillsdale
Holland
Howell
Ionia
Iron Mountain
Iron River
Ironwood
Jackson
Kalamazoo
Lansing
Lapeer
Ludington
Manistee
Marquette
Mason
Midland
Milford
Monroe
Mt. Clemens
Mt. Pleasant
Muskegon
Newberry
Niles
Owosso
Petoskey
Plymouth
Pontiac
Port Huron
Reed City
Saginaw
Sault Ste. Marie
South Haven
Standish
Sturgis
Tawas City
Three Rivers
Traverse City
Wyandotte
Ypsilanti

MINNESOTA

Aitkin
Albert Lea
Alexandria
Anoka
Austin
Bemidji
Benson
Brainerd
Breckenridge
Crookston
Detroit Lakes
Duluth
Fairmont
Faribault
Fergus Falls
Grand Rapids
Hastings
Hibbing
International Falls
Jackson
Lake City
Litchfield
Luverne
Mankato
Marshall
Minneapolis
Montevideo
Morris
New Ulm
Owatonna
Park Rapids
Pine City
Preston
Red Wing
Rochester
St. Cloud
St. James
St. Paul
Springfield
Stillwater
Thief River Falls
Tracy
Virginia
Wadena
Willmar
Windom
Winona
Worthington

MISSISSIPPI

Aberdeen
Belzoni
Brookhaven
Clarksdale
Cleveland
Columbia
Columbus
Corinth
Greenville
Greenwood
Grenada
Gulfport
Hattiesburg
Indianola
Jackson
Laurel
Louisville
McComb
Meridian
Natchez
Philadelphia
Picayune
Tupelo
Vicksburg
Yazoo City

MISSOURI

Bethany
Bolivar
Boonville
Brookfield
Butler
Cameron
Cape Girardeau
Carrollton
Caruthersville
Chillicothe
Clayton
Clinton
Columbia
Excelsior Springs
Flat River
Fulton
Hannibal
Independence
Jefferson City
Joplin
Kansas City
Kennett
Kirksville
Lebanon
Macon
Marshall

MISSOURI (Continued)

Maryville
Mexico
Moberly
Neosho
Nevada
Poplar Bluff
Rolla
St. Charles
St. Joseph
St. Louis
Sedalia
Sikeston
Springfield
Trenton
Troy
Unionville
Warrensburg
Washington
West Plains

MONTANA

Anaconda
Billings
Bozeman
Butte
Choteau
Cut Bank
Dillon
Glasgow
Glendive
Great Falls
Hamilton
Harlowton
Havre
Helena
Kalispell
Lewiston
Libby
Livingston
Malta
Miles City
Missoula
Plentywood
Poplar
Sidney

NEBRASKA

Alliance
Auburn
Beatrice
Broken Bow
Chadron
Columbus
Fairbury
Falls City
Fremont
Grand Island
Hastings
Holdredge
Imperial
Lexington
Lincoln
McCook
Nebraska City
Norfolk
Ogallala
Omaha
O'Neill
Plainview
Schuyler
Scottsbluff
Sidney
Tekamah
Valentine
Wayne
York

NEVADA

Elko
Ely
Las Vegas
Reno

NEW HAMPSHIRE

Ashland
Berlin
Colebrook
Concord
Dover
Keene
Laconia
Manchester
Nashua
Portsmouth
Rochester

NEW JERSEY

Asbury Park
Atlantic City
Bound Brook
Bridgeton
Burlington
Camden
Clifton
Dover
Elizabeth
Englewood
Flemington
Freehold
Hackensack
Hackettstown
Hammonton
Hillsdale
Long Branch
Lyndhurst
Manahawkin
Montclair
Morristown
Newark
New Brunswick
Newton
Ocean City
Paterson
Perth Amboy
Plainfield
Princeton
Rahway
Red Bank
Ridgewood
Salem
South Orange
Summit
Toms River
Trenton
Union City
Vineland
Wildwood
Woodbury

NEW MEXICO

Alamogordo
Albuquerque
Artesia
Carlsbad
Clovis
Deming
Farmington
Gallup
Hobbs
Las Cruces
Las Vegas
Raton
Roswell
Santa Fe
Silver City
Tucumcari

NEW YORK

Albany
Albion
Amsterdam
Auburn
Bativa
Bath
Bay Ridge
Bay Shore
Bayside
Binghamton
Brewster
Brockport
Bronx
Brooklyn
Buffalo
Canandaigua
Catskill
Central Valley
Cooperstown
Corning
Dansville
Delhi
Dunkirk
East Aurora
Freeport
Geneva
Glen Cove
Glens Falls
Gloversville
Gowanda
Great Neck
Hamburg
Hempstead
Herkimer
Homer
Hornell
Horseheads
Hudson
Huntington
Ithaca
Jamaica
Jamestown
Kingston
Lawrence
LeRoy
Liberty
Lockport
Long Island City
Madison
Malone
Massena
Medina
Middletown
Monticello
Mount Kisco
Mount Vernon
Newark
Newburgh
New Rochelle
New York
Niagara Falls
N. Tarrytown
N. Tonawanda
Norwich
Nyack
Ogdensburg
Olean
Oneonta
Ossining
Oswego
Owego
Patchogue
Pawling
Peconic
Peekskill
Penn Yan
Plattsburg

NEW YORK (Continued)

Poughkeepsie
Rochester
Rome
Salamanca
Saranac Lake
Saratoga Springs
Schenectady
Seneca Falls
Southampton
Staten Island
Suffern
Syracuse
Troy
Utica
Watertown
Wellsville
Westfield
White Plains
Wurtsboro
Yonkers

NORTH CAROLINA

Ahoskie
Albemarle
Asheboro
Asheville
Aulander
Burlington
Charlotte
Clinton
Dunn
Durham
Edenton
Elizabeth City
Fayetteville
Forest City
Gastonia
Goldsboro
Greensboro
Greenville
Henderson
Hendersonville
Hickory
Highpoint
Jacksonville
Kinston
Laurinburg
Lexington
Lumberton
Monroe
Morganton
Mount Airy
New Bern
North Wilkesboro
Pinehurst
Pittsboro
Raleigh
Reidsville
Roanoke Rapids
Rocky Mount
Salisbury
Sanford
Shelby
Smithfield
Statesville
Williamston
Wilmington
Wilson
Winston-Salem

NORTH DAKOTA

Beach
Bismarck
Devils Lake
Dickinson
Fargo
Grand Forks
Harvey
Jamestown
Minot
Rugby
Valley City
Williston

OHIO

Akron
Alliance
Ashland
Ashtabula
Athens
Bellefontaine
Bellevue
Bowling Green
Bryan
Bucyrus
Cadiz
Cambridge
Canton
Celina
Chillicothe
Cincinnati
Circleville
Cleveland
Columbus
Coshocton
Dayton
Defiance
Delaware
Dover
E. Liverpool
Elyria
Findlay
Fostoria
Fremont
Grafton
Greenfield
Greenville
Hamilton
Jackson
Kent
Kenton
Lakewood
Lancaster
Lima
Logan
London
Lorain
Loudonville
Mansfield
Marietta
Marion
Marysville
Massillon
Medina
Middletown
Mt. Vernon
Napoleon
Newark
New Lexington
Norwalk
Painesville
Paulding
Piqua
Pomeroy
Port Clinton
Portsmouth
Salem
Sandusky
Shaker Heights
Sidney
Springfield
Steubenville
Tiffin
Toledo
Upper Sandusky
Van Wert
Warren
Washington Court House
Wauseon
Wellington
Wilmington
Wooster
Xenia
Youngstown
Zanesville

OKLAHOMA

Ada
Altus
Alva
Anadarko
Ardmore
Bartlesville
Blackwell
Chickasha
Clinton
Cushing
Duncan
Durant
Elk City
El Reno
Enid
Fairview
Frederick
Guthrie
Guymon
Hobart
Holdenville
Lawton
McAlester
Medford
Miami
Muskogee
Norman
Oklahoma City
Olmulgee
Pauls Valley
Pawhuska
Ponca City
Seminole
Shawnee
Stillwater
Tulsa
Wewoka
Woodward

OREGON

Astoria
Baker
Bend
Burns
Coos Bay
Corvallis
Eugene
Grants Pass
John Day
Klamath Falls
LaGrande
Lakeview
Medford
McMinnville
Newport
Ontario
Pendleton
Portland
Reedsport
Roseburg
Salem
The Dalles
Tillamook

PENNSYLVANIA

Allentown
Altoona
Ambridge
Ardmore
Ashland
Beaver Falls
Bedford

PENNSYLVANIA (Continued)

Berwick
Bethlehem
Blairsville
Bloomsburg
Brackenridge
Bradford
Bristol
Butler
Canonsburg
Carbondale
Carlisle
Chambersburg
Charleroi
Chester
Clarion
Clearfield
Coatesville
Connellsville
Coudersport
Donora
Doylestown
DuBois
Easton
Elizabethtown
Ephrata
Erie
Franklin
Germantown
Gettysburg
Greensburg
Greenville
Grove City
Hanover
Harrisburg
Hazleton
Homestead
Honesdale
Houtzdale
Huntingdon
Indiana
Irwin
Jenkintown
Johnstown
Kittanning
Kuztown
Lancaster
Lansdale
Latrobe
Lebanon
Lehighton
Lewisburg
Lewistown
Lock Haven
McKeesport
Meadville
Meyersdale
Monongahela
Mt. Carmel
New Castle
New Kensington
Norristown
Philadelphia
Phoenixville
Pittsburgh
Pottstown
Punxsutawney
Quakertown
Reading
Ridgway
Robesonia
Schuylkill Haven
Scranton
Selinsgrove
Sewickley
Shamokin
Sharon
Shippensburg
Somerset
State College
Stroudsburg
Sunbury
Tamaqua
Titusville
Towanda
Tunkhannock
Uniontown
Upper Darby
Vandergrift
Warren
Washington
Waynesburg
Waynesboro
Wellsboro
West Chester
Wilkes-Barre
Williamsport
York

RHODE ISLAND

Newport
Providence
Warren
Westerly
Woonsocket

SOUTH CAROLINA

Aiken
Anderson
Beaufort
Camden
Charleston
Cheraw
Columbia
Conway
Easley
Florence
Georgetown
Greenville
Greenwood
Greer
Hampton
Hartsville
Kingstree
Lancaster
Laurens
Mullins
Newberry
Orangeburg
Rock Hill
Spartanburg
Sumter

SOUTH DAKOTA

Aberdeen
Belle Fourche
Brookings
Chamberlain
Deadwood
Hot Springs
Huron
Madison
Mitchell
Mobridge
Pierre
Rapid City
Sioux Falls
Vermillion
Watertown

TENNESSEE

Athens
Bristol
Chattanooga
Clarksville
Cleveland
Columbia
Cookeville
Covington
Dyersburg
Elizabethton
Greeneville
Harriman
Humboldt
Jackson
Johnson City
Kingsport
Knoxville
LaFollette
Lawrenceburg
Lebanon
McMinnville
Memphis
Morristown
Murfreesboro
Nashville
Paris
Union City

TEXAS

Abilene
Alice
Alpine
Alvin
Amarillo
Arlington
Austin
Ballinger
Bay City
Baytown
Beaumont
Big Spring
Bonham
Borger
Bowie
Brady
Breckenridge
Brownfield
Brownsville
Brownwood
Bryan
Carthage
Center
Childress
Clarksville
Cleburne
Coleman
Conroe
Corpus Christi
Corsicana
Dalhart
Dallas
Del Rio
Denison
Denton
Eagle Lake
Eagle Pass
Eastland
El Campo
El Paso
Ft. Worth
Gainsville
Galveston
Georgetown
Graham
Greenville
Hamilton
Harlingen
Hearne
Henderson
Hillsboro
Houston

TEXAS (Continued)

Huntsville
Jacksonville
Jasper
Kermit
Kerrville
Kilgore
Kingsville
Lamesa
Lampasas
Laredo
Liberty
Littlefield
Longview
Lubbock
Lufkin
Marlin
Marshall
McAllen
McKinney
Mexia
Midland
Mineral Wells
Mt. Pleasant
Nacogdoches
Odessa
Orange
Ozona
Palestine
Pampa
Paris
Pecos
Perryton
Plainview
Port Arthur
Rosenberg
San Angelo
San Antonio
Seymour
Sherman
Smithville
Snyder
Sonora
Spur
Stamford
Stephenville
Sulphur Springs
Sweetwater
Temple
Terrell
Tyler
Vernon
Victoria
Waco
Waxahachie
Wichita Falls

UTAH

Brigham City
Cedar City
Coalville
Kaysville
Logan
Murray
Ogden
Price
Provo
Richfield
St. George
Salt Lake City
Tooele
Tremonton
Vernal

VERMONT

Barre
Bennington
Brattleboro
Burlington
Newport
Rutland
St. Albans
St. Johnsbury
White River Junction

VIRGINIA

Alexandria
Charlottesville
Chase City
Clifton Forge
Covington
Danville
Emporia
Fredericksburg
Front Royal
Galax
Hampton
Honaker
Hot Springs
Lexington
Lynchburg
Marion
Martinsville
Newport News
Norfolk
Norton
Orange
Pearisburg
Petersburg
Portsmouth
Pulaski
Radford
Richlands
Richmond
Roanoke
Staunton
Suffolk
Waynesboro
Williamsburg
Winchester
Wytheville

WASHINGTON

Aberdeen
Auburn
Bellingham
Bremerton
Centralia
Colville
Ellensburg
Everett
Gig Harbor
Longview
Moses Lake
Mt. Vernon
Olympia
Pasco
Port Angeles
Pullman
Seattle
Shelton
Spokane
Tacoma
Vancouver
Walla Walla
Wenatchee
Yakima

WEST VIRGINIA

Beckley
Bluefield
Charleston
Clarksburg
Elkins
Fairmont
Huntington
Keyser
Logan
Martinsburg
Morgantown
New Martinsville
Northfork
Oak Hill
Parkersburg
Wheeling
White Sulphur Springs
Williamson

WISCONSIN

Antigo
Appleton
Ashland
Baraboo
Beaver Dam
Beloit
Chippewa Falls
Delavan
Eau Claire
Fond du Lac
Ft. Atkinson
Green Bay
Janesville
Kenosha
LaCrosse
Ladysmith
Lancaster
Madison
Manitowoc
Marinette
Marshfield
Menasha
Merrill
Milwaukee
Mineral Point
Mondovi
Monroe
Oshkosh
Park Falls
Plymouth
Portage
Pt. Washington
Prairie du Chien
Racine
Reedsburg
Rhinelander
Rice Lake
Richland Center
River Falls
Sheboygan
Sparta
Stevens Point
Superior
Valmy
Watertown
Waukesha
Wausau
West Bend

WYOMING

Casper
Cheyenne
Cody
Evanston
Gillette
Lander
Laramie
Lovell
Lusk
Rawlins
Rock Springs
Sheridan
Torrington
Wheatland
Worland

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1ST EDITION

PART NO. 1098793

Cadillac
MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

OFFICE OF THE GENERAL SALES MANAGER — DETROIT 32, MICHIGAN

June 17, 1963

Mr. W. B. Williams
P. O. Box 695
Fremont, California

Dear Mr. Williams:

Your p... please...

For mo... our pr... object... been a... crafts...

The fu... improv... owner... Warra... Your ... recom... Prote...

The a... conti... to pr... the mechanical excellence of your Cadillac. In the interest of fine car maintenance, may I urge you to call upon your authorized Cadillac dealer.

Please accept my heartiest best wishes for pleasant and enjoyable driving in your 1963 Cadillac.

Very truly yours,

L. N. Mays

General Sales Manager

LNMays/ljs

15

Cadillac
MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

OFFICE OF THE GENERAL SALES MANAGER DETROIT 32, MICHIGAN

June 17, 1963

Mr. W. B. Williams
P. O. Box 695
Fremont, California

Dear Mr. Williams:

Your purchase of a 1963 Cadillac is very much appreciated, and I am pleased to have this opportunity to write to you.

For more than sixty years we have taken pride in the excellence of our product and, with the 1963 model, we again emphasize our objective of creating the finest motor car in the world. This has been accomplished through advanced engineering and with skilled craftsmanship that is traditional at Cadillac.

The full benefit of Cadillac's advanced engineering and technological improvements in the product are being passed along to 1963 Cadillac owners with the new 24,000 mile or 24 months 1963 Cadillac New Car Warranty which is contained in the Owner Protection Plan Booklet. Your driving satisfaction will be enhanced by following the Cadillac recommended maintenance services as outlined in your Owner Protection Plan Booklet.

The authorized Cadillac dealers join us in a sincere desire to continue to serve you. Their factory-trained personnel stand ready to provide the expert service attention that is a complement to the mechanical excellence of your Cadillac. In the interest of fine car maintenance, may I urge you to call upon your authorized Cadillac dealer.

Please accept my heartiest best wishes for pleasant and enjoyable driving in your 1963 Cadillac.

Very truly yours,

L. N. Mays

General Sales Manager

LNMays/ljs

15

17

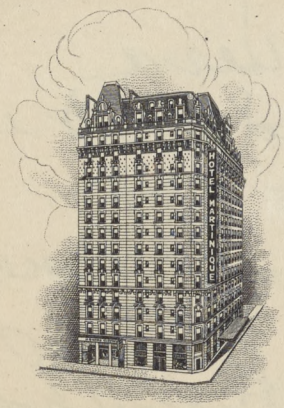
Letter from Rehtaw, 1901

Crop will bring you an
an abundent Crop of Cotton
which will make you all
happy - for we all need the
money ... till
Now ... name
me ... oney
but w ... b I
to my ... am
signed ... much
you ... much
the $200.00 had gained in interest
in the time it was in the

DIRECT PASSAGEWAY TO PENNSYLVANIA STATION AND ALL SUBWAY LINES
One Block to Fifth Avenue and Empire State Building

Ownership - Management

TELEPHONE PENNSYLVANIA 6-3800



FRANK W. KRIDEL
PRESIDENT

Hotel **MARTINIQUE**

BROADWAY AT 32nd. STREET • NEW YORK 1, N.Y.

Sunday- Nov 18. 1951

Dearest Nell-

So glad to hear from you & do hope your Cotton Crop will bring you in an abundent Crop of Cotton which will make you all happy- for we all need the money-

Now dear you did not tell me how to sign my name but when I sent the money to my dear Pa I think I signed it Rose McAdam you did not say how much the $200.00 had gained in interest in the time it was in the

savings acct - as Vera wrote me, that she had put it in a savings acct so it would be earning some-thing -

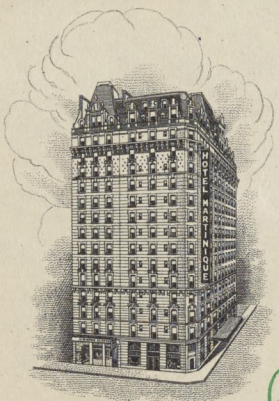
I am at sea to know how I signed it, or how much it came to in the few years it gained in interest

My eyes at times are so bad with these Cataracts shifting one way & the other - I may have to have them operated on if Anna Bell thinks it best but will get her consent first of course

I can see little at night so go out little I must get a set of teeth too & clothes shoes & needed things I would be so glad to have the full amount as I have

Ownership - Management

TELEPHONE PENNSYLVANIA 6-3800



FRANK W. KRIBEL
PRESIDENT

2.

Hotel MARTINIQUE

BROADWAY AT 32nd. STREET • NEW YORK 1, N.Y.

no ready cash only my little checks that come each month for Rent + food which is very little - I can't eat so I worked on 30 cr a meal + that is all I am allowed from my checks so my teeth + clothes are not considered at all - + I am in real need.

I would have had a good Thanksgiving dinner this year but as it, I won't get it - + I am not invited out this year either - -

Under such conditions my dear I would appreciate the full amount + you will

have to fill in the
Amount as I do not
now know what interest
it has gained & you
do - Billie has her Bank
book if the Bank wants
the book I have none
here my Nephew was
with me when I rent
or had the Bank handle
the affairs & he knew
about it - he always that
Vera the loveliest girl in
the world & approved of my
sending the money to
Billie under the circum-
stances - So should you
wish to refer to him his
name is Payson Gales
Bankers Trust Co 16 Wall St
N.Y.C. - & Say Personal - & he
will write you at once
I am sorry to put you to

Ownership - Management

TELEPHONE PENNSYLVANIA 6-3800

FRANK W. KRIDEL
PRESIDENT

3

Hotel MARTINIQUE

BROADWAY AT 32nd. STREET • NEW YORK 1, N.Y.

All this trouble but I would so appreciate this financial help at this time & I know Vera the dear girl would love to have me have this money she has taken such good care of these few years. If you send Money order I can get it cashed at the P.O. just across the st I do not want the Hotel to know about it or they might raise my rent - please Register the

letter as the clerks are very careless here these days & cant be trusted if Registered Air mail Nurse have to sign for it so it the safest thing to do. Make it out to

Leone McAdam
1021 Martinique Hotel
New York 1 N.Y.

The Conditions are bad here for me — and as my Nephew knows my Condition he would also be glad to have me have this help at this time —

Thank you for all your trouble my dear — hope you all have a happy thanks-giving — wish I could have one too, all my Love — always

Affectionately Mackie

Aug. 5th

Dears-

If I dont start writing some letters I'm not going to have any friends or family left. I surely bow down in shame for not answering your sweet letter sooner. It has surely been a busy summer. What with the planes, the Surline and our local date book, we never seem to catch up. Lloyd took four days off last week to recuperate on Maui. We expect to do it again later as this damn war makes a mainland trip look doubtful.

Isn't it all a pity tho? Things are beginning to look pretty grim here with more uniforms appearing and Pearl Harbor closed again.

Many thanks for taking care of darling Mother - the verses are just beautiful and express every thing in the heart -

Did I tell you that we flew over Mauna Loa, our erupting Volcano? We left here at 7:30 P.M. & got back at 11:30 P.M. & after looking that thing in the eye from every angle, I practically needed dry diapers when we landed!

We had a nice evening 3 weeks ago - Mario Lanza gave a concert and Tyrone Power & wife were here so we all had a grand party at a tea house later - How we enjoy our records! If pappy buys any more, we're going to pitch a tent in the rear and let

the records take over-!

We do surely enjoy our Missy! but brother'r'r! Can she stop us! Proud daddy wanted her to say Aloha to Sterling guests on the phone and what does she say? "Damn it, ~~talk~~ MISSY louder. I can't hear you!" They were laughing so I had to yell Bon Voyage! What a gal!

You surely sound like a busy summer schedule - I'll love to hear all about it! please?

For now dears - a hug kiss and Aloha -

Jerrie XXX

JOHN V. TRUMP, RICHARD O. KELLER AND J. KENNY LEWIS

ARE PLEASED TO ANNOUNCE THE FORMATION OF

TRUMP, KELLER & LEWIS

A LAW PARTNERSHIP

ASSOCIATES

JOSEPH M. PATANE

EMMETT J. GIURLANI

SAN FRANCISCO OFFICE
TWO EMBARCADERO CENTER
SUITE 1870
SAN FRANCISCO, CALIF. 94111
(415) 398-7200

FREMONT OFFICE
39465 PASEO PADRE PARKWAY
SUITE 3400
FREMONT, CALIF. 94538
(415) 651-7400

OTHER OFFICES

ATLANTA
BALTIMORE
BOSTON
CHICAGO
CLEVELAND
DALLAS
HOUSTON
LOS ANGELES
NEW ORLEANS
NEW YORK
LONDON, ENGLAND
RICHMOND
ST. LOUIS
SAN FRANCISCO
SEATTLE
WASHINGTON, D. C.

ASSOCIATED FIRMS IN OTHER COUNTRIES

JOHN V. TRUMP, RICHARD O. KELLER AND J. KENNY LEWIS

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(415) 398-7200

FREMONT OFFICE
39465 PASEO PADRE PARKWAY
SUITE 3400
FREMONT, CALIF. 94538
(415) 651-7400

WEISER, DREIMAN & WESEMAN

AND

F. W. LAFRENTZ & CO.

TAKE PLEASURE IN ANNOUNCING THE MERGER OF THEIR PRACTICES

EFFECTIVE OCTOBER 1, 1962

UNDER THE NAME OF

F. W. LAFRENTZ & CO.

CERTIFIED PUBLIC ACCOUNTANTS

FIRST WESTERN BUILDING

1330 BROADWAY

OAKLAND 12, CALIFORNIA

TELEPHONE 452-3000

RESIDENT PARTNERS

ROBERT H. PERRY, GEORGE J. WEISER, JACK J. DREIMAN

C. BLAINE KIMBALL, WALTER C. FRANK, LAWRENCE WESEMAN

ARNOLD B. REITZ

OTHER OFFICES

ATLANTA
BALTIMORE
BOSTON
CHICAGO
CLEVELAND
DALLAS
HOUSTON
LOS ANGELES
NEW ORLEANS
NEW YORK
LONDON, ENGLAND
RICHMOND
ST. LOUIS
SAN FRANCISCO
SEATTLE
WASHINGTON, D. C.

ASSOCIATED FIRMS IN OTHER COUNTRIES

KNOW ALL MEN BY THESE PRESENTS

That COLLEGE INVESTMENT COMPANY, a Corporation

the party of the first part, for and in consideration of the sum of Fifty-eight Hundred ($5800.00) ---------- Dollars, lawful money of the United States of America, to it in hand paid by

WRIGHT HOLDING COMPANY, a Corporation,

the party of the second part, the receipt whereof is hereby acknowledged, does by these presents, grant, bargain, sell, assign, transfer and set over unto the said party of the second part, a certain deed of trust and note, bearing date the 17th day of June ,1936, made and executed by

W. B. Williams and Sadie Williams (his wife)

parties of the first part, to E.P.Huston and M.L.Daviess, ---------- Trustees, parties of the second part, and

Mary A. Bostwick,
party of the third part, recorded on the 15th day of July, 1936 , in Book 579 of Official Records at Page 131, in the office of the County Recorder of Sacramento County, California.

TOGETHER with the note and indebtedness therein described and the money due and to grow due, thereon, with interest and all other claims existing or to arise thereunder.

TO HAVE AND TO HOLD the same unto the said party of the second part, its successors ~~heirs, executors, administrators~~ and assigns, for its use and benefit, subject only to the proviso in the Deed of Trust mentioned. And the said party of the first part does hereby make, constitute and appoint the said party of the second part, its true and lawful attorney, irrevocable, in its name or otherwise, but at the proper costs and charges of the said party of the second part, to have, use and take all lawful ways and means for the recovery of the said indebtedness; and in case of payment, to discharge the same as fully as the said party of the first part might or could do if these

STATE OF CALIFORNIA, } ss.
County of Sacramento }

On this 17th *day of* June *in the year one thousand nine hundred and* thirty-seven, *before me,* J. H. Meer, *a Notary Public in and for the* ---------- *County of* Sacramento, *State of California, residing therein, duly commissioned and sworn, personally appeared* W. C. Wright and A.Russel Callaway, Jr., *known to me to be the* President and Secretary, respectively, *of the corporation described in and that executed the within instrument, and also known to me to be the person* s *who executed the within instrument on behalf of the corporation therein named, and acknowledged to me that such corporation executed the same.*

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, in the ------ *County of* Sacramento, *the day and year in this certificate first above written.*

J. H. Meer

Notary Public in and for the ---------- County of Sacramento State of California.

My Commission Expires.....

Cowdery's Form No. 28—(Acknowledgment Corporation).

By A. Russel Callaway Jr.
Secretary.

KNOW ALL MEN BY THESE PRESENTS

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the party of the first part, for and in consideration of the sum of Fifty-eight Hundred ($5800.00) ---------- Dollars, lawful money of the United States of America, to it in hand paid by

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IN WITNESS WHEREOF, the said party of the first part has by its President and Secretary subscribed the name of said Corporation hereto and hereunto affixed its Corporate Seal, this 17th day of June, 1937, they being authorized so to do, as the act of said Corporation, by a resolution duly passed and adopted by the Board of Directors of said Corporation.

COLLEGE INVESTMENT COMPANY,

BY J. C. Wright
President.

BY Russell Callaway
Secretary.

11338

COMPARED

ASSIGNMENT OF TRUST DEED

INDEXED

COLLEGE INVESTMENT COMPANY

TO

WRIGHT HOLDING COMPANY

William Loan

RECORDED AT REQUEST
WRIGHT AND KIMBROUGH

JUN 19 1937 *at* 10 *hour*
59 *min.* A *M., in book* 634
Official Record
page
306 *Sacramento County Records*
E. C. Foot *Recorder*
M. Kelso *Deputy*

CALIFORNIA STATE LIFE INSURANCE COMPANY

Number 41960

Age 25

Amount

$ 2,500.00

Premium

$ 41.80

Will Pay ~~_____~~ **Dollars**

Mrs Eva Williams (see Letter May 9, 1931

to ~~Sacramento Elks' Hall Association~~ ,

~~_____~~ **of the insured, beneficiary,**

(with ~~out~~ the **right to change such beneficiary reserved to the insured)**

immediately upon receipt of due proofs of the death of

CALIFORNIA STATE LIFE INSURANCE COMPANY

ENDURING AS THE SIERRA

SACRAMENTO, CALIFORNIA

Number 41960

Amount $ 2,500.00

Premium $ 41.80

Age 25

Will Pay Twenty-five Hundred **Dollars**
(THE FACE AMOUNT OF THIS POLICY)

to Mrs Eva Williams (see Letter May 9, 1931 ~~Sacramento Elks' Hall Association~~,

~~of the insured~~, beneficiary,

(with ~~out~~ the right to change such beneficiary reserved to the insured)

immediately upon receipt of due proofs of the death of

Wendell B. Williams,

the insured, while this policy is in force.

Grace in Payment of Premiums

After this policy shall have been in force one year, one month of grace, not less than thirty days (WITHOUT INTEREST) will be allowed in payment of premiums, during which time the policy shall remain in force. In the event of the death of the insured within said grace period, the unpaid premium for the then current policy year will be deducted from the amount payable hereunder.

This policy is absolutely free from restrictions as to residence, travel or place of death from date of issue.

STATE OF CALIFORNIA
INSURANCE DEPARTMENT

Office of the Commissioner, MAR 1 81925

This policy is registered and the reserve thereon is deposited as required by Section 634 of the Political Code of California.

Charles F. Drake
INSURANCE COMMISSIONER

By M E Dear DEPUTY

GUARANTEED VALUES AND BENEFITS UNDER THIS POLICY

Cash Loans

When Three Years' Premiums Have Been Paid

After three full years' premiums shall have been paid hereon, the Company, at any time while this policy is in force, will loan, upon the proper assignment of this policy and upon the sole security thereof, at a rate of interest which will not exceed six per centum per annum, a sum equal to, or, at the option of the owner hereof, less than the cash value hereof at the end of the then current policy year, as shown below in Column 1 of the Table of Guaranteed Values. The Company will deduct from such loan value any existing indebtedness hereon, and any unpaid balance of the premium for the current policy year, and will collect interest in advance on the loan to the end of the current policy year and annually in advance thereafter. Failure to repay any such loan, or to pay interest thereon, shall not avoid the policy until the total indebtedness hereon to the Company shall equal or exceed the loan value at the date of default, nor until one month after notice shall have been mailed by the Company to the last known address of the insured and of the assignee of record.

Guaranteed Surrender Options

After three full years' premiums shall have been paid hereon, if any subsequent premium be not paid when due, the insured, upon written request and on surrender of this policy to the Company, both within the period of grace, but at no other time during the policy year, shall be entitled to one of the following options:

Cash

1. **A Cash Payment** of the amount stated below in Column 1 of the Table of Guaranteed Values; or

Paid-Up

2. **Paid-up Insurance for Life** for the amount stated below in Column 2 of the Table of Guaranteed Values; or

Extended Insurance

3. **Extended Term Insurance,** for the face amount of this policy, for the period stated below in Column 3 of the Table of Guaranteed Values, the beginning of the said period being the due date of the premium in default. If, at time of default, there is any indebtedness to the Company under this policy such indebtedness will be deducted from the cash surrender value at date of default and the remainder, if any, will be applied as a net single premium at the then attained age of the insured to purchase extended term insurance for a sum equal to the face amount of the policy less the said indebtedness.

Automatic Extended Insurance

Automatically Non-Forfeitable

If no choice of options is made by the insured during the period of grace allowed therefor, Option 3 will become effective automatically, and without any action on the part of the insured.

TABLE OF GUARANTEED VALUES

Guaranteed Values

End of Policy Year	Column 1 Cash or Loan Value	Column 2 Paid-up Insurance Value	Column 3 Extended Term Insurance	
			Years	Months
3	$ 40	$ 122	2	0
4	62	190	3	2
5	85	252	4	4
6	107	312	5	6
7	130	372	6	9
8	155	427	8	1
9	180	495	9	4
10	205	552	10	8
11	232	615	11	11
12	260	672	13	1
13	290	737	14	2
14	320	795	15	2
15	350	852	16	0
16	382	910	16	9
17	415	970	17	4
18	447	1,025	17	10
19	482	1,082	18	2
20	517	1,135	18	6

All of the values in the above table are based on the assumption that this policy is free from indebtedness to the Company and are equal or equivalent to the full reserve of this policy at the end of the year for which premiums are paid, with no surrender charge. In case of default in the payment of an installment of any premium due at an intermediate period, the values for the last completed policy year, as shown above, will be proportionately increased. Values for subsequent years not shown will be based on the full reserve of this policy.

Reinstatement Privilege

Reinstatement

At any time after default in payment of any premium hereon this policy may be reinstated to its original form and amount upon receipt of evidence of insurability satisfactory to the Company, together with payment of arrears of premiums and any other indebtedness, with compound interest thereon from date of default at a rate not exceeding six per centum per annum.

CALIFORNIA STATE LIFE INSURANCE COMPANY, of Sacramento, California.

AMENDMENT TO APPLICATION

Notice to agents: Policy No. #41980 must NOT UNDER ANY CONDITIONS be delivered until this form is signed by the applicant and returned to the Home Office.

TO CALIFORNIA STATE LIFE INSURANCE COMPANY, SACRAMENTO, CALIFORNIA

I hereby amend my application for life insurance, dated the 11th day of March, 1925, to read as follows in answer to question

Ques. # 17 "Yes"

As above amended I hereby in all respects ratify and renew the application above specified, including all statements, representations and agreements therein; and I hereby also represent that I am now in good health and have been free from all disease of any kind since the date of the above mentioned application.

Dated at _____ this ____ day of _____ 19__

Witness to Signature

Signature of Applicant in Full

FORM 6 1000 3-29 AND 6-30M

I hereby declare and agree, that I am temperate in my habits, am now in good health and [illegible] answers in this application and to the Medical Examiner no information has been withheld touching my past and present state of health and habits of life with which the California State Life Insurance Company should be made acquainted; and that the statements and answers to the printed questions above, together with this declaration, as well as those made to the Company's Medical Examiner, shall constitute the application and be the basis of this contract. I hereby waive for myself, and for all persons claiming under me, all statutes concerning privileged communications to any physician by whom I have been or may hereafter be treated or examined and hereby consent that any such physician may communicate to said company any information material to the risk involved herein.

I further agree that the effective date of any policy which may be issued hereon shall be determined as follows: (a) If the premium be fully paid with this application, such policy shall take effect at twelve o'clock noon of the day upon which this application is approved by the company at the home office; (b) If the premium be not fully paid with this application such policy shall not take effect until the same is delivered to me during my lifetime and good health and the amount of the premium thereon has been paid to the company or its authorized agent. In the event this application is declined the full amount of any premium paid thereon shall be returned to me without interest.

Remarks: [illegible]

I hereby declare that the following settlement has been made and binding receipt No 152724 for same has been delivered to and accepted by me, subject to the terms thereof: Cash $ _____ Note $ _____

Dated at _____

this _____ day of _____ 19____ Applicant

Witness: _____ Soliciting Agent Parent or Guardian

CALIFORNIA STATE LIFE INSURANCE COMPANY, SACRAMENTO, CALIFORNIA

To be filled out by Medical Examiner only, and in His Own Handwriting

ANSWERS MADE TO THE MEDICAL EXAMINER

Be Sure to Use BLACK Ink. This Report Must Be Photographed

THIS EXAMINATION MUST BE MADE IN PRIVATE; NO AGENT OR THIRD PARTY BEING PRESENT

In continuation of and forming a part of my Application for Insurance in CALIFORNIA STATE LIFE INSURANCE COMPANY, Sacramento, California

1a. Full name? [illegible]

1b. Race? White

1c. Nationality? Calif.

1d. Sex? Male

1e. Date of birth? Oct 4 1899

2a. Residence? Sacramento, Calif.

2b. Has change of residence or occupation ever been sought or advised for the benefit of your health? No

2c. Do you contemplate a change of residence for any reason? No

3a. Occupation, and how long so employed? Salesman

3b. Do you contemplate a change of occupation for any reason? No

4a. What are your habits in regard to the use of (I) beer, (II) wines and (III) spirits? I Occasionally II Occasionally

4b. Have you ever used any alcoholic stimulant to excess or intoxication? If so, give full details. No

4c. Have you ever used narcotics or any habit forming drug? No

4d. Have you ever taken or been advised to take treatment for the (I) alcohol or (II) drug habit? If so, give place and date of treatment. I No II No

5a. How much insurance are you applying for in this application? $7,500

5b. Has any proposal or application to insure your life ever been made to any Company, Society, Association or Agent upon which a policy has not been issued as applied for? No

5c. Have you an application now pending in another company? If so, what company? No

6a. Give maximum and minimum weight during past three years. Maximum 165 lbs. 19__ Minimum 145 lbs.

6b. Have you gained or lost weight during last year? If so, give pounds lost or gained and full details. Yes change

7. Family History—If living cause of death or ill health, avoid all indefinite terms. State full details of ill health of those living.

FAMILY HISTORY	Age	LIVING Health	Age at Death	DEAD Year of Death	CAUSE OF DEATH	How Long Sick
Husband, Wife	44	Good				
Father	65	Good	65	1915	Pneumonia	
Mother	63	Good				
Brothers No. Living	2	Good				
Brothers No. Dead	2	Good				
Sisters No. Living	1	Good				
Sisters No. Dead	2	Good				

8. Have you been closely associated within the past two years, either at home or in business life, with a consumptive? If so, give full particulars as to means used to prevent infection. No

9. Have you ever undergone a surgical operation? If so, give date and full details. No Except tonsils

10. When did you last consult a physician or surgeon? 19__ Name of physician? Address of physician? Illness? Duration of illness? Dr. Christensen Chronic

11. Have you now any disease or disorder? If yes, give full particulars. No

12a. Have you ever had articular (joint) rheumatism? No

12b. If so, state the number of attacks. —

12c. Duration of each attack? —

12d. Years of attack and parts affected? —

13. Have sugar, albumin or casts ever been found in your urine? No

14. Are you ruptured? If so, do you wear a truss constantly except when in bed? No

15. Are you receiving or have you ever applied for compensation on account of disability? No

16. Have you any defect of sight or hearing? If so, give degree of defect. No

17. Have you now, or have you ever had any of the following diseases or symptoms? (Each question must be read, and answered "Yes" or "No".)

Malaria, Typhoid or other Fevers	No	Pleurisy, Pneumonia or any Chronic or Lung Disease	No	Fits, Epilepsy, Paralysis, Convulsions or Nervous Disease of any kind?	No	Hydrocele or any Disease of the Testicles or Prostate Gland?	No
Palpitation or any Disease of the Heart? or any Disease of the Lungs	No	Gastritis, Ulcer of the Stomach or any Disease of that organ	No	Neuritis, Neuralgia or Sciatica	No	Pyorrhea or Chronic Tonsilitis?	No
High Blood Pressure or any Disease of the Arteries?	No	Appendicitis, frequent Diarrhea, Dysentery or Disease of Bowels	No	Apoplexy or Paralysis?	No	Gout or Goiter?	No
Enlarged Veins or Varicose Ulcers?	No	Jaundice, Gallstones, Biliary Colic or any Disease of the Liver?	No	Mental Derangement or any Nervous Disease?	No	Discharge from the Ear?	No
Frequent Cough or Hoarseness?	No	Piles, Fistula or any Disease of the Rectum?	No	Painful, frequent or difficult Urination?	No	Cancer, Tumors or Ulcers of any kind?	No
Spitting or Raising of Blood or Cough lasting more than 6 weeks?	No	Headaches, severe, protracted or frequent?	No	Gravel or Kidney Colic or Stone?	No	Skin Disease or Chronic Discharge of any kind?	No
Asthma or Shortness of Breath?	No	Vertigo, Dizziness, Fainting Spells or Unconsciousness?	No	Dropsy, Bladder or Kidney Disease?	No		

Give full particulars of any of the above diseases or symptoms which you have now or have ever had.

18. Have you ever consulted a physician or surgeon for any ailment or injury not mentioned above? No

Give names and addresses of physicians, ailments or injuries and dates.

19. To be answered if risk is a female.

a. If married, how long? a. b. Number of children had? b. c. No. living? c. d. Age of youngest? d. e. Are you now pregnant? e.

f. Have you ever miscarried? If so, give dates, cause and details. f. g. Have you passed the Climacteric? If so, when? g. h. Have you ever had a tumor or disease of the breast, womb or ovaries? h.

I have verified each of the foregoing answers on this page and on the first page hereof and adopt them as my own, and warrant that they are full, complete and literally true answers to the questions against which they are written. I further agree that if, during the first year following the date of any policy issued hereon, I commit suicide, whether sane or insane, the only liability under any policy issued hereon shall be for a fixed sum equal to the actual cash premium paid to the company on said policy. I hereby waive for myself and for all persons claiming under me all statutes concerning privileged communications to any physician by whom I have been or may hereafter be treated or examined or whom I have consulted or may hereafter consult professionally, and hereby consent that any such physician may communicate to said company any information so acquired which is material to the risk involved herein, and I agree that any such physician may testify as to all such matters as fully as if no legal prohibition or restriction upon such testimony had ever existed.

Dated at SACRAMENTO, CALIFORNIA, this _____ day of _____ 19__

Witness _____ Medical Examiner, M. D. Signature of Applicant in Full

f Beneficiary

rved, the insured, subject to any assignment, may from time to time f any beneficiary hereunder, upon written request filed with the when endorsed hereon by the Company. When the right to change theless, in the event of the death of any beneficiary named herein, without right of revocation. If no beneficiary hereunder is living paid to the executors, administrators or assigns of the insured.

Provisions

Military and Naval Service

7. Military or naval service in time of war, or any service allied thereto which subjects the insured to any of the hazards of warfare, is a risk not assumed by the Company. In the event the insured engages in such service this policy may be surrendered and the Company will return to the insured all premiums which have been paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of surrender. If the policy is not so surrendered, in the event of the death of the insured while so engaged, or in consequence thereof within six months after the termination of such service, the liability of the Company hereunder is the return of all premiums paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of death.

Reserve Basis

8. The reserve on this policy shall be computed, for purposes of policy valuation and calculation of premiums and loan and surrender value benefits, by the first year preliminary term method, modified on the basis required by the laws of the state in which this policy shall be delivered, and the American Experience Table of Mortality and three and one-half per centum interest.

Deferred Payment Benefits

9. The amount payable under this policy at the death of the insured may be left at interest with the Company, or may be paid in installments instead of in one sum, if the insured, or the beneficiary after the death of the insured, shall file with the Company proper written request, selecting any one of the benefits shown on Page Four of this policy.

Excess Interest Earnings

10. This policy is non-participating, and the insured hereunder shall have no share in the earnings of the Company. Nevertheless, if the proceeds of this policy at the death of the insured be applied according to any of the Deferred Payment Benefits set forth on Pages Three and Four hereof, the beneficiary will be paid each year, after the death of the insured, such share of the reserve upon this policy in excess of the guaranteed rate of three and one-half per centum per annum as may be allotted to it from year to year by the Board of Directors of the Company.

testable After One Year

f the insured is not caused by engaging in military or naval service, le of the insured, committed while sane or insane, within one year be the total amount of the premium paid.

Premiums

The consideration for this contract is the application herefor, which is made a part hereof, the payment in advance of Forty-one and 80/100 Dollars ($41.80), as the premium for one year's term insurance ending on the Fourteenth day of March, 19 26, and the further payment of a like amount on or before the Fourteenth day of March in every year hereafter during the continuance of this policy. All premiums hereon after the first are payable in advance either at the Home Office of the Company or to an authorized agent, on delivery of a receipt signed by the President or Secretary of the Company, and countersigned by said agent.

Semi-Annual or Quarterly

After this policy shall have been in force one year, the insured shall have the privilege, on written request on any anniversary of the date thereof, of paying the premiums hereon semi-annually or quarterly, and such semi-annual premiums shall be fifty-two per centum, and such quarterly premiums twenty-six and one-half per centum of the annual premium payable hereunder.

In Witness Whereof, CALIFORNIA STATE LIFE INSURANCE COMPANY has caused this policy to be signed by its President and its Secretary at Sacramento, California, this Fourteenth day of March, 19 25.

Attest:

Secretary

Marshall Diggs.

President

Ex. 7

GUARANTEED VALUES AND BENEFITS

Cash Loans

When Three Years' Premiums Have Been Paid

After three full years' premiums shall have been paid hereon, the C
is in force, will loan, upon the proper assignment of this policy and upo
interest which will not exceed six per centum per annum, a sum equal t
less than the cash value hereof at the end of the then current policy yea
Table of Guaranteed Values. The Company will deduct from such loan v
and any unpaid balance of the premium for the current policy year, and
loan to the end of the current policy year and annually in advance ther
or to pay interest thereon, shall not avoid the policy until the total indebtedness hereon to the Company shall equal or exceed the loan value at the date of default, nor until one month after notice shall have been mailed by the Company to the last known address of the insured and of the assignee of record.

Guaranteed Surrender Options

After three full years' premiums shall have been paid hereon, if any subsequent premium be not paid when due, the insured, upon written request and on surrender of this policy to the Company, both within the period of grace, but at no other time during the policy year, shall be entitled to one of the following options:

Cash

1. **A Cash Payment** of the amount stated below in Column 1 of the Table of Guaranteed Values; or

Paid-Up

2. **Paid-up Insurance for Life** for the amount stated below in Column 2 of the Table of Guaranteed Values; or

Extended Insurance

3. **Extended Term Insurance,** for the face amount of this policy, for the period stated below in Column 3 of the Table of Guaranteed Values, the beginning of the said period being the due date of the premium in default. If, at time of default, there is any indebtedness to the Company under this policy such indebtedness will be deducted from the cash surrender value at date of default and the remainder, if any, will be applied as a net single premium at the then attained age of the insured to purchase extended term insurance for a sum equal to the face amount of the policy less the said indebtedness.

Automatic Extended Insurance

Automatically Non-Forfeitable

If no choice of options is made by the insured during the period of grace allowed therefor, Option 3 will become effective automatically, and without any action on the part of the insured.

TABLE OF GUARANTEED VALUES

Guaranteed Values

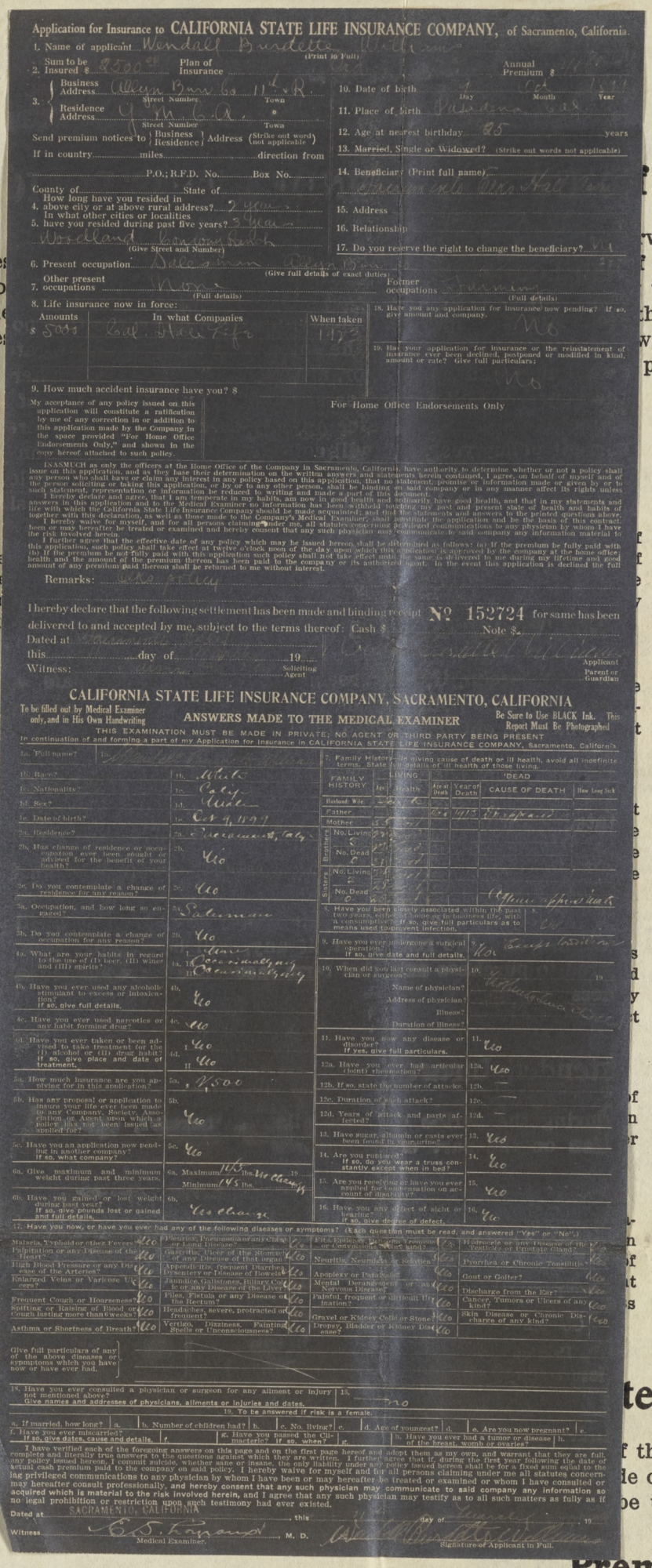
End of Policy Year	Column 1 Cash or Loan Value	Column 2 Paid-up Insurance Value	Column 3 Extended Term Insurance	
			Years	Months
3	$ 40	$ 122	2	0
4	62	190	3	2
5	85	252	4	4
6	107	312	5	6
7	130	372	6	9
8	155	427	8	1
9	180	495	9	4
10	205	552	10	8
11	232	615	11	11
12	260	672	13	1
13	290	737	14	2
14	320	795	15	2
15	350	852	16	0
16	382	910	16	9
17	415	970	17	4
18	447	1,025	17	10
19	482	1,082	18	2
20	517	1,135	18	6

All of the values in the above table are based on the assumption that this policy is free from indebtedness to the Company and are equal or equivalent to the full reserve of this policy at the end of the year for which premiums are paid, with no surrender charge. In case of default in the payment of an installment of any premium due at an intermediate period, the values for the last completed policy year, as shown above, will be proportionately increased. Values for subsequent years not shown will be based on the full reserve of this policy.

Reinstatement Privilege

Reinstatement

At any time after default in payment of any premium hereon this policy may be reinstated to its original form and amount upon receipt of evidence of insurability satisfactory to the Company, together with payment of arrears of premiums and any other indebtedness, with compound interest thereon from date of default at a rate not exceeding six per centum per annum.



Application for Insurance to CALIFORNIA STATE LIFE INSURANCE COMPANY, of Sacramento, California.

1. Name of applicant Wendell Burdette (Print in Full)
2. Sum to be Insured $ 2500 Plan of Insurance 11 yr R. Annual Premium $ 41.80
3. Business Address Alleyn Bros Co 11th & R. Residence Address 0 Mo Co. (Street Number, Town)
Send premium notices to Business / Residence Address (Strike out word not applicable)
If in country miles direction from
P.O.; R.F.D. No. Box No.
County of State of
4. How long have you resided in above city or at above rural address? 2 years
5. In what other cities or localities have you resided during past five years? 3 Years
Woodland Cal (Give Street and Number)
6. Present occupation Salesman (Give full details of exact duties)
7. Other present occupations None (Full details) Former occupations Farming (Full details)
8. Life insurance now in force:

Amounts	In what Companies	When taken
$ 5000	Cal State Life	1923

9. How much accident insurance have you? $
10. Date of birth 1st Oct Day Month Year
11. Place of birth Pasadena Cal
12. Age at nearest birthday 25 years
13. Married, Single or Widowed? (Strike out words not applicable)
14. Beneficiary (Print full name) Gwendolyn Mae Hall
15. Address
16. Relationship
17. Do you reserve the right to change the beneficiary? Yes
18. Have you any application for insurance now pending? If so, give amount and company. No
19. Has your application for insurance or the reinstatement of insurance ever been declined, postponed or modified in kind, amount or rate? Give full particulars: No

My acceptance of any policy issued on this application will constitute a ratification by me of any correction in or addition to this application made by the Company in the space provided "For Home Office Endorsements Only," and shown in the copy hereof attached to such policy.

For Home Office Endorsements Only

INASMUCH as only the officers at the Home Office of the Company in Sacramento, California, have authority to determine whether or not a policy shall issue on this application, and as they base their determination on the written answers and statements herein contained, I agree, on behalf of myself and of any person who shall have or claim any interest in any policy based on this application, that no statement, promise or information made or given by or to the person soliciting or taking this application, or by or to any other person, shall be binding on said company or in any manner affect its rights unless such statement, representation or information be reduced to writing and made a part of this document.

I hereby declare and agree, that I am temperate in my habits, am now in good health and ordinarily have good health, and that in my statements and answers in this application and to the Medical Examiner no information has been withheld touching my past and present state of health and habits of life with which the California State Life Insurance Company should be made acquainted; and that the statements and answers to the printed questions above, together with this declaration, as well as those made to the Company's Medical Examiner, shall constitute the application and be the basis of this contract. I hereby waive for myself, and for all persons claiming under me, all statutes concerning privileged communications to any physician by whom I have been or may hereafter be treated or examined and hereby consent that any such physician may communicate to said company any information material to the risk involved herein.

I further agree that the effective date of any policy which may be issued hereon shall be determined as follows: (a) If the premium be fully paid with this application, such policy shall take effect at twelve o'clock noon of the day upon which this application is approved by the company at the home office, (b) If the premium be not fully paid with this application such policy shall not take effect until the same is delivered to me during my lifetime and good health and the amount of the premium thereon has been paid to the company or its authorized agent. In the event this application is declined the full amount of any premium paid thereon shall be returned to me without interest.

Remarks: None today

I hereby declare that the following settlement has been made and binding receipt No 152724 for same has been delivered to and accepted by me, subject to the terms thereof: Cash $ Note $
Dated at Sacramento this day of 19
Witness: Soliciting Agent — Applicant / Parent or Guardian

CALIFORNIA STATE LIFE INSURANCE COMPANY, SACRAMENTO, CALIFORNIA

To be filled out by Medical Examiner only, and in His Own Handwriting

ANSWERS MADE TO THE MEDICAL EXAMINER

Be Sure to Use BLACK Ink. This Report Must Be Photographed

THIS EXAMINATION MUST BE MADE IN PRIVATE; NO AGENT OR THIRD PARTY BEING PRESENT

In continuation of and forming a part of my Application for Insurance in CALIFORNIA STATE LIFE INSURANCE COMPANY, Sacramento, California

1a. Full name? 1b.
1b. Race? White
1c. Nationality? Calif
1d. Sex? Male
1e. Date of birth? Oct 9, 1899
1f. Residence? Sacramento, Calif
2a. Has change of residence or occupation ever been sought or advised for the benefit of your health? No
2b. Do you contemplate a change of residence for any reason? No
3a. Occupation, and how long so engaged? Salesman
3b. Do you contemplate a change of occupation for any reason? No
4a. What are your habits in regard to the use of (I) beer, (II) wines and (III) spirits? I Abst II Occasionally
4b. Have you ever used any alcoholic stimulant to excess or intoxication? If so, give full details. No
4c. Have you ever used narcotics or any habit forming drug? No
4d. Have you ever taken or been advised to take treatment for the (I) alcohol or (II) drug habit? If so, give place and date of treatment. I No II No
5a. How much insurance are you applying for in this application? $ 2500
5b. Has any proposal or application to insure your life ever been made to any Company, Society, Association or Agent upon which a policy has not been issued as applied for? No
5c. Have you an application now pending in another company? If so, what company? No
6a. Give maximum and minimum weight during past three years. Maximum 145 lbs. 19 Now Minimum 145 lbs.
6b. Have you gained or lost weight during past year? If so, give pounds lost or gained and full details. Yes about 2

7. Family History—In giving cause of death or ill health, avoid all indefinite terms. State full details of ill health of those living.

FAMILY HISTORY	LIVING Age	LIVING Health	DEAD Age at Death	DEAD Year of Death	DEAD CAUSE OF DEATH	DEAD How Long Sick
Husband Wife	24	G				
Father	58	G		1915	Drowned	
Mother	58	G				
Brothers No. Living	2					
Brothers No. Dead	0					
Sisters No. Living	2					
Sisters No. Dead	0					

8. Have you been closely associated within the past two years, or reside in, a house where a consumptive is or has been? If so, give full particulars as to means used to prevent infection. No
9. Have you ever undergone a surgical operation? If so, give date and full details. No Except tonsils
10. When did you last consult a physician or surgeon? Name of physician? Address of physician? Illness? Duration of illness? None 19
11. Have you now any disease or ailment? If yes, give full particulars. No
12a. Have you ever had articular (joint) rheumatism? No
12b. If so, state the number of attacks. —
12c. Duration of each attack? —
12d. Years of attack and parts affected? —
13. Have sugar, albumin or casts ever been found in your urine? No
14. Are you ruptured? If so, do you wear a truss constantly except when in bed? No
15. Are you receiving or have you ever applied for compensation on account of disability? No
16. Have you any defect of sight or hearing? If so, give degree of defect. No

17. Have you now, or have you ever had any of the following diseases or symptoms? (Each question must be read, and answered "Yes" or "No").

Malaria, Typhoid or other Fevers? No	Pleurisy, Pneumonia or any Chronic or Long Disease? No	Fits, Epilepsy, Vertigo, Tremors or Convulsions of any kind? No	Hydrocele or any Disease of the Testicles or Prostate Gland? No
Palpitation or any Disease of the Heart? No	Gastritis, Ulcer of the Stomach or any Disease of that organ? No	Neuritis, Neuralgia or Sciatica? No	Pyorrhea or Chronic Tonsilitis? No
High Blood Pressure or any Disease of the Arteries? No	Appendicitis, Recent Diarrhea, Dysentery or Disease of Bowels? No	Apoplexy or Paralysis? No	Gout or Goiter? No
Enlarged Veins or Varicose Ulcers? No	Jaundice, Gallstones, Biliary Colic or any Disease of the Liver? No	Mental Derangement or any Nervous Disease? No	Discharge from the Ear? No
Frequent Cough or Hoarseness? No	Piles, Fistula or any Disease of the Rectum? No	Painful, frequent or difficult Urination? No	Cancer, Tumors or Ulcers of any kind? No
Spitting or Raising of Blood or Cough lasting more than 6 weeks? No	Headaches, severe, protracted or frequent? No	Gravel or Kidney Colic or Stone? No	Skin Disease or Chronic Discharge of any kind? No
Asthma or Shortness of Breath? No	Vertigo, Dizziness, Fainting Spells or Unconsciousness? No	Dropsy, Bladder or Kidney Disease? No	

Give full particulars of any of the above diseases or symptoms which you have now or have ever had.

18. Have you ever consulted a physician or surgeon for any ailment or injury not mentioned above? Give names and addresses of physicians, ailments or injuries and dates. No
19. To be answered if risk is a female.
a. If married, how long? a. b. Number of children had? b. c. No. living? c. d. Age of youngest? d. e. Are you now pregnant? e.
f. Have you ever miscarried? If so, give dates, cause and details. f. g. Have you passed the Climacteric? If so, when? g. h. Have you ever had a tumor or disease of the breast, womb or ovaries? h.

I have verified each of the foregoing answers on this page and on the first page hereof and adopt them as my own, and warrant that they are full complete and literally true answers to the questions against which they are written. I further agree that if, during the first year following the date of any policy issued hereon, I commit suicide, whether sane or insane, the only liability under any policy issued hereon shall be for a fixed sum equal to the actual cash premium paid to the company on said policy. I hereby waive for myself and for all persons claiming under me all statutes concerning privileged communications to any physician by whom I have been or may hereafter be treated or examined or whom I have consulted or may hereafter consult professionally, and hereby consent that any such physician may communicate to said company any information so acquired which is material to the risk involved herein, and I agree that any such physician may testify as to all such matters as fully as if no legal prohibition or restriction upon such testimony had ever existed.

Dated at SACRAMENTO, CALIFORNIA, this day of 19
Witness M. D. Medical Examiner.
Signature of Applicant in Full.

f Beneficiary

rved, the insured, subject to any assignment, may from time to time f any beneficiary hereunder, upon written request filed with the when endorsed hereon by the Company. When the right to change theless, in the event of the death of any beneficiary named herein, without right of revocation. If no beneficiary hereunder is living paid to the executors, administrators or assigns of the insured.

Provisions

Military and Naval Service

7. Military or naval service in time of war, or any service allied thereto which subjects the insured to any of the hazards of warfare, is a risk not assumed by the Company. In the event the insured engages in such service this policy may be surrendered and the Company will return to the insured all premiums which have been paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of surrender. If the policy is not so surrendered, in the event of the death of the insured while so engaged, or in consequence thereof within six months after the termination of such service, the liability of the Company hereunder is the return of all premiums paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of death.

Reserve Basis

8. The reserve on this policy shall be computed, for purposes of policy valuation and calculation of premiums and loan and surrender value benefits, by the first year preliminary term method, modified on the basis required by the laws of the state in which this policy shall be delivered, and the American Experience Table of Mortality and three and one-half per centum interest.

Deferred Payment Benefits

9. The amount payable under this policy at the death of the insured may be left at interest with the Company, or may be paid in installments instead of in one sum, if the insured, or the beneficiary after the death of the insured, shall file with the Company proper written request, selecting any one of the benefits shown on Page Four of this policy.

Excess Interest Earnings

10. This policy is non-participating, and the insured hereunder shall have no share in the earnings of the Company. Nevertheless, if the proceeds of this policy at the death of the insured be applied according to any of the Deferred Payment Benefits set forth on Pages Three and Four hereof, the beneficiary will be paid each year, after the death of the insured, such share of the interest earnings of the reserve upon this policy in excess of the guaranteed rate of three and one-half per centum per annum as may be allotted to it from year to year by the Board of Directors of the Company.

testable After One Year

f the insured is not caused by engaging in military or naval service, le of the insured, committed while sane or insane, within one year be the total amount of the premium paid.

Premiums

The consideration for this contract is the application herefor, which is made a part hereof, the payment in advance of Forty-one and 80/100 Dollars ($41.80), as the premium for one year's term insurance ending on the Fourteenth day of March, 1926., and the further payment of a like amount on or before the Fourteenth day of March in every year hereafter during the continuance of this policy. All premiums hereon after the first are payable in advance either at the Home Office of the Company or to an authorized agent, on delivery of a receipt signed by the President or Secretary of the Company, and countersigned by said agent.

Semi-Annual or Quarterly

After this policy shall have been in force one year, the insured shall have the privilege, on written request on any anniversary of the date thereof, of paying the premiums hereon semi-annually or quarterly, and such semi-annual premiums shall be fifty-two per centum, and such quarterly premiums twenty-six and one-half per centum of the annual premium payable hereunder.

In Witness Whereof, CALIFORNIA STATE LIFE INSURANCE COMPANY has caused this policy to be signed by its President and its Secretary at Sacramento, California, this Fourteenth day of March, 19 25.

Attest:

Secretary

Marshall Diggs.
President

Ex. 3

GUARANTEED VALUES AND BENEFITS

Cash Loans

When Three Years' Premiums Have Been Paid

After three full years' premiums shall have been paid hereon, the C
is in force, will loan, upon the proper assignment of this policy and upo
interest which will not exceed six per centum per annum, a sum equal t
less than the cash value hereof at the end of the then current policy yea
Table of Guaranteed Values. The Company will deduct from such loan v
and any unpaid balance of the premium for the current policy year, and
loan to the end of the current policy year and annually in advance ther
or to pay interest thereon, shall not avoid the policy until the total indebtedness hereon to the Company shall equal or exceed the loan value at the date of default, nor until one month after notice shall have been mailed by the Company to the last known address of the insured and of the assignee of record.

Guaranteed Surrender Options

After three full years' premiums shall have been paid hereon, if any subsequent premium be not paid when due, the insured, upon written request and on surrender of this policy to the Company, both within the period of grace, but at no other time during the policy year, shall be entitled to one of the following options:

Cash

1. **A Cash Payment** of the amount stated below in Column 1 of the Table of Guaranteed Values; or

Paid-Up

2. **Paid-up Insurance for Life** for the amount stated below in Column 2 of the Table of Guaranteed Values; or

Extended Insurance

3. **Extended Term Insurance,** for the face amount of this policy, for the period stated below in Column 3 of the Table of Guaranteed Values, the beginning of the said period being the due date of the premium in default. If, at time of default, there is any indebtedness to the Company under this policy such indebtedness will be deducted from the cash surrender value at date of default and the remainder, if any, will be applied as a net single premium at the then attained age of the insured to purchase extended term insurance for a sum equal to the face amount of the policy less the said indebtedness.

Automatic Extended Insurance

Automatically Non-Forfeitable

If no choice of options is made by the insured during the period of grace allowed therefor, Option 3 will become effective automatically, and without any action on the part of the insured.

TABLE OF GUARANTEED VALUES

Guaranteed Values

End of Policy Year	Column 1 Cash or Loan Value	Column 2 Paid-up Insurance Value	Column 3 Extended Term Insurance	
			Years	Months
3	$ 40	$ 122	2	0
4	62	190	3	2
5	85	252	4	4
6	107	312	5	6
7	130	372	6	9
8	155	427	8	1
9	180	495	9	4
10	205	552	10	8
11	232	615	11	11
12	260	672	13	1
13	290	737	14	2
14	320	795	15	2
15	350	852	16	0
16	382	910	16	9
17	415	970	17	4
18	447	1,025	17	10
19	482	1,082	18	2
20	517	1,135	18	6

All of the values in the above table are based on the assumption that this policy is free from indebtedness to the Company and are equal or equivalent to the full reserve of this policy at the end of the year for which premiums are paid, with no surrender charge. In case of default in the payment of an installment of any premium due at an intermediate period, the values for the last completed policy year, as shown above, will be proportionately increased. Values for subsequent years not shown will be based on the full reserve of this policy.

Reinstatement Privilege

Reinstatement

At any time after default in payment of any premium hereon this policy may be reinstated to its original form and amount upon receipt of evidence of insurability satisfactory to the Company, together with payment of arrears of premiums and any other indebtedness, with compound interest thereon from date of default at a rate not exceeding six per centum per annum.

Change of Beneficiary

When the right to change the beneficiary has been reserved, the insured, subject to any assignment, may from time to time designate a new beneficiary, without obtaining the consent of any beneficiary hereunder, upon written request filed with the Company at its Home Office; such change to take effect only when endorsed hereon by the Company. When the right to change the beneficiary has not been reserved, the insured may, nevertheless, in the event of the death of any beneficiary named herein, designate a new beneficiary in lieu of such decedent, with or without right of revocation. If no beneficiary hereunder is living at the death of the insured, the proceeds of the policy will be paid to the executors, administrators or assigns of the insured.

General Provisions

Authority Not Delegated

1. No person, other than the President, Vice-President or Secretary of the Company, has the power to make or to modify this or any other contract of the Company in any respect whatever, and the Company is not responsible for, and shall not be bound by, any promises or representations made by any persons other than the officers named.

Misstatement of Age

2. If the age of the insured shall have been incorrectly stated in the application for this policy, the amount payable hereunder shall be the insurance which the actual premium paid would have purchased at the correct age of the insured.

Non-Payment of Obligation

3. If any premium, or note or other obligation given for all or a part of any premium or other indebtedness hereon, shall not be paid on or before the date when due, this policy shall lapse and become null and void, and the Company shall be released from all liability hereunder, except as hereinbefore provided.

Assignment

4. No assignment hereof shall be binding upon the Company unless made by an instrument in writing, of which a duplicate shall be furnished to the Company. The Company shall not be held responsible for the validity of any assignment. Any claim made under an assignment shall be subject to proof of interest and extent thereof.

Indebtedness

5. Any indebtedness to the Company hereon, including any balance of the premium for the insurance year remaining unpaid, will be deducted in any cash settlement of this policy or will reduce, proportionately, any other benefit hereunder.

Policy and Application Entire Contract

6. This policy and the application therefor (a copy of which application is attached hereto when issued) constitute the entire contract between the parties hereto. All statements of the insured shall, in the absence of fraud, be deemed representations and not warranties, and no such statement shall avoid this policy, or be used in defense of a claim hereunder, unless it be contained in the written application therefor.

Military and Naval Service

7. Military or naval service in time of war, or any service allied thereto which subjects the insured to any of the hazards of warfare, is a risk not assumed by the Company. In the event the insured engages in such service this policy may be surrendered and the Company will return to the insured all premiums which have been paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of surrender. If the policy is not so surrendered, in the event of the death of the insured while so engaged, or in consequence thereof within six months after the termination of such service, the liability of the Company hereunder is the return of all premiums paid hereon, with interest at the rate of four per centum per annum, compounding annually, computed from the due dates thereof to the date of death.

Reserve Basis

8. The reserve on this policy shall be computed, for purposes of policy valuation and calculation of premiums and loan and surrender value benefits, by the first year preliminary term method, modified on the basis required by the laws of the state in which this policy shall be delivered, and the American Experience Table of Mortality and three and one-half per centum interest.

Deferred Payment Benefits

9. The amount payable under this policy at the death of the insured may be left at interest with the Company, or may be paid in installments instead of in one sum, if the insured, or the beneficiary after the death of the insured, shall file with the Company proper written request, selecting any one of the benefits shown on Page Four of this policy.

Excess Interest Earnings

10. This policy is non-participating, and the insured hereunder shall have no share in the earnings of the Company. Nevertheless, if the proceeds of this policy at the death of the insured be applied according to any of the Deferred Payment Benefits set forth on Pages Three and Four hereof, the beneficiary will be paid each year, after the death of the insured, such share of the interest earnings of the reserve upon this policy in excess of the guaranteed rate of three and one-half per centum per annum as may be allotted to it from year to year by the Board of Directors of the Company.

This Policy Is Incontestable After One Year

if all premiums shall have been duly paid, and if the death of the insured is not caused by engaging in military or naval service, or any service allied thereto, in time of war. In case of suicide of the insured, committed while sane or insane, within one year from the date hereof, the limit of recovery hereunder shall be the total amount of the premium paid.

Premiums

The consideration for this contract is the application herefor, which is made a part hereof, the payment in advance of Forty-one and 80/100 Dollars ($41.80), as the premium for one year's term insurance ending on the Fourteenth day of March, 19 26, and the further payment of a like amount on or before the Fourteenth day of March in every year hereafter during the continuance of this policy. All premiums hereon after the first are payable in advance either at the Home Office of the Company or to an authorized agent, on delivery of a receipt signed by the President or Secretary of the Company, and countersigned by said agent.

Semi-Annual or Quarterly

After this policy shall have been in force one year, the insured shall have the privilege, on written request on any anniversary of the date thereof, of paying the premiums hereon semi-annually or quarterly, and such semi-annual premiums shall be fifty-two per centum, and such quarterly premiums twenty-six and one-half per centum of the annual premium payable hereunder.

In Witness Whereof, CALIFORNIA STATE LIFE INSURANCE COMPANY has caused this policy to be signed by its President and its Secretary at Sacramento, California, this Fourteenth day of March, 19 25.

Attest:

W W Blatt
Secretary

Marshall Diggs
President

Ex. 7

DEFERRED PAYMENT BENEFITS

The Deferred Payment Benefits referred to on Page Three of this policy are as follows:

Benefit 1—The proceeds of this policy, or any portion thereof, may be left with the Company for such time as may be designated by the insured, or beneficiary, and interest thereon will be paid at a rate of not less than three and one-half per centum per annum. Such interest will be paid annually, semi-annually, quarterly or monthly, provided that each interest payment under any plan so selected shall be not less than Ten Dollars ($10.00).

Benefit 2—The Company will pay to the beneficiary hereunder an annual or monthly income according to the figures shown in the following table:

Number of Years Payable.....	4	5	6	7	8	9	10	15	20
Annual Income per $1,000.....	$263.04	$213.99	$181.32	$158.01	$140.56	$127.00	$116.18	$83.89	$67.98
Monthly Income per $1,000.....	22.27	18.12	15.35	13.38	11.90	10.75	9.85	7.10	5.75

The first payment under either the annual or monthy income benefit will be made immediately upon receipt of due proofs of the death of the insured, and the remaining payments annually thereafter if the annual income benefit is selected, and on the first day of each month thereafter if the monthly income benefit is selected. The monthly income benefit may not be selected if the amount payable to any one beneficiary is less than Ten Dollars ($10.00) per month.

Benefit 3—The Company will pay to the beneficiary hereunder a monthly income for life, with two hundred and forty monthly payments, covering a period of twenty years, guaranteed, the amount of such monthly payments being determined by the age of the beneficiary at the date of death of the insured, as shown in the accompanying table. The figures in this table are on the basis of $1,000 insurance. To find the monthly income on this policy, multiply the monthly income amount shown in the table by the number of thousands insured by this policy.

The first payment will be made immediately upon receipt of due proofs of the death of the insured, and succeeding payments on the first day of each month thereafter.

This benefit may not be selected if there is more than one beneficiary under this policy, or if the amount of each monthly income payment is less than Ten Dollars ($10.00).

General—The insured may, at any time, change or revoke the selection of Installment Benefits, by filing with the Company proper written request. The beneficiary shall not have the right to change or revoke any selection of installment benefits made by the insured.

Unless the insured so directs by filing written notice with the Company, the beneficiary may neither assign nor commute any payments hereunder before the same are due. In no case can commutation be made under Benefit 2, unless the death of the beneficiary occurs during the twenty year period for which payment of the monthly life income is guaranteed.

If the beneficiary shall die before the full amount due hereunder has been paid, the balance thereof will be paid in such manner as may have been directed by the insured. In the absence of such direction the balance will be commuted at three and one-half per centum compound interest and paid in one sum to the executors, administrators or assigns of the insured.

Any installment benefit described herein as available to the beneficiary at death of the insured is also available to the insured in settlement of any amount which may at any time become due under this policy. If the insured should select any installment benefit the first payment will be made to the insured on the date when the amount to be converted into such installments shall become due, and succeeding payments annually thereafter if the annual income benefit is selected, and on the first day of each month thereafter if any monthly income benefit is selected.

BENEFIT 2 3

MONTHLY LIFE INCOME

(240 Monthly Payments Guaranteed)

Age of Beneficiary at Death of Insured	Monthly Income for Each $1,000	Age of Beneficiary at Death of Insured	Monthly Income for Each $1,000
10 OR UNDER	$3.35	40	$4.27
11	3.36	41	4.32
12	3.38	42	4.37
13	3.40	43	4.42
14	3.42	44	4.48
15	3.44	45	4.54
16	3.45	46	4.60
17	3.47	47	4.66
18	3.49	48	4.72
19	3.52	49	4.78
20	3.55	50	4.84
21	3.57	51	4.89
22	3.59	52	4.94
23	3.62	53	4.99
24	3.65	54	5.04
25	3.68	55	5.09
26	3.71	56	5.15
27	3.74	57	5.20
28	3.77	58	5.25
29	3.81	59	5.30
30*	3.84	60	5.35
31	3.87	61	5.39
32	3.90	62	5.43
33	3.94	63	5.46
34	3.98	64	5.48
35	4.03	65	5.50
36	4.07	66	5.51
37	4.11	67	5.52
38	4.16	68	5.53
39	4.21	69 OR OVER	5.54

*Illustration—If, at the death of the insured, the beneficiary hereunder shall be thirty years of age, last birthday, the amount of each monthly payment under this policy will be Three Dollars and Eighty-four Cents ($3.84) for each one thousand dollars insured by this policy, said monthly income to continue for at least twenty years and as much longer as the beneficiary shall survive.

REGISTER OF CHANGE OF BENEFICIARY

NOTE—No change, designation, or declaration shall take effect until endorsed on this policy by the Company at the Home Office.

DATE ENDORSED	SUBSTITUTED BENEFICIARY	ENDORSED BY
5/7/31	Eva Williams, mother.	Arthur Braddy Secy.
4-27-1961	Ella Thomas, cousin.	

NUMBER 41960

CALIFORNIA STATE LIFE INSURANCE COMPANY

SACRAMENTO, CALIFORNIA

INCORPORATED UNDER THE LAWS OF CALIFORNIA

ISSUED TO

Wendell B. Williams

AGE 25

AMOUNT $ 2,500.00

ANNUAL PREMIUM $ 41.80

DATE OF ISSUE March 14, 1925

IMPORTANT—Company should be notified at once of death of the insured. It is not necessary to employ any person to collect the benefits becoming due under this policy. Save time and expense by communicating direct with the Company.

ORDINARY LIFE
LOW COST
NON-PARTICIPATING

1959

NOTICE: THIS POLICY IS ASSIGNED TO THE COMPANY TO SECURE INDEBTEDNESS THEREON AND ALL INCREASES THEREOF, AND THE RIGHTS OF ALL PERSONS HEREUNDER ARE SUBJECT TO SAID ASSIGNMENT.
CALIFORNIA-WESTERN STATES LIFE INSURANCE CO.

ASSISTANT SECRETARY

Judicial 29 ★ 5-26-31 5m Made in U. S. A.

UNITED STATES FIDELITY AND GUARANTY COMPANY

BALTIMORE, MARYLAND

BOND OF INDEMNITY OF INDIVIDUALS

KNOW ALL MEN BY THESE PRESENTS, That I, the undersigned, am held and firmly bound unto the UNITED STATES FIDELITY AND GUARANTY COMPANY, in the just and full sum of

Five Thousand and no/100 - - - - - - - - - - Dollars, to be paid to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its certain attorneys, successors or assigns; to the payment whereof, well and truly to be made and done, I bind myself and each of my heirs, executors and administrators, jointly and severally, firmly by these presents.

WHEREAS the said UNITED STATES FIDELITY AND GUARANTY COMPANY has become or is about to become surety, at my request, on a certain bond in the sum of

Five Thousand and no/100 - Dollars,

and dated the 1st day of January, 19 33

wherein Williams Bros., Ltd., Centerville, Cal.

Principal, which bond is made a part hereof, as fully to all intents and purposes as if fully set forth herein.

Judicial 29 ★ 5-26-31 5m Made in U. S. A.

UNITED STATES FIDELITY AND GUARANTY COMPANY

BALTIMORE, MARYLAND

BOND OF INDEMNITY OF INDIVIDUALS

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Five Thousand and no/100 - - - - - - - - - - Dollars, to be paid to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its certain attorneys, successors or assigns; to the payment whereof, well and truly to be made and done, I bind myself and each of my heirs, executors and administrators, jointly and severally, firmly by these presents.

WHEREAS the said UNITED STATES FIDELITY AND GUARANTY COMPANY has become or is about to become surety, at my request, on a certain bond in the sum of

Five Thousand and no/100 - Dollars,

and dated the 1st day of January, 19 33

wherein Williams Bros., Ltd., Centerville, Cal.

Principal, which bond is made a part hereof, as fully to all intents and purposes as if fully set forth herein.

NOW THE CONDITION OF THE ABOVE OBLIGATION IS SUCH, That if I, my heirs, executors or administrators, shall at all times save harmless and keep indemnified the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors and assigns, against all suits, actions, debts, damages, costs, charges and expenses, including court costs and counsel fees at law or in equity, and against all loss and damages whatever, that shall or may at any time happen or result to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors or assigns, for or by reason of the suretyship of the said UNITED STATES FIDELITY AND GUARANTY COMPANY, as aforesaid, or any continuation or renewal thereof; and if I, my heirs, executors or administrators, pay or cause to be paid to the UNITED STATES FIDELITY AND GUARANTY COMPANY the premium on said bond, or any continuation or renewal thereof: then this obligation to be void and of no effect; otherwise to remain in full force and virtue.

WITNESS my hand and seal this 30th day of December, 19 32.

Signed, sealed and delivered in the presence of

Name D L Kirk — *Name* A B Williams (SEAL)

Address Centerville, Calif. — *Address* Centerville, Calif

Name ..... — *Name* ..... (SEAL)

Address ..... — *Address* .....

Name ..... — *Name* ..... (SEAL)

Address ..... — *Address* .....

STATEMENT TO THE
United States Fidelity and Guaranty Company,
HOME OFFICE, BALTIMORE, MD.

By (a) W.B.Williams (b) .....

(c) .....

who will indemnify said Company for becoming surety for Williams Bros., Ltd.,

Centerville, Cal. Produce Dealers Bond.

1. State in full your name and principal place of business.

(a) W.B.Williams, Centerville, Cal.

(b) .....

(c) .....

2. State value and location of Real Estate owned by you and encumbrances thereon, if any.

	Cost	Encumbrance
(a) 3208 D St., Sacramento Res.	4700.00	2700.00
1720-24 L St., Sacramento (Stores)	20500.00	14200.00
(b)	25200.00	16900.00
(c)		

3. State amount of Personal Property owned by you, such as Stocks, Bonds, etc.

(a) .....

(b) .....

(c) .....

4. If in business, please state amount of your net interest therein, giving firm name and address, and names of partners.

(a) One quarter interest in Williams Bros., Ltd., Centerville, Calif.

(b) .....

(c) .....

5. References:

NAME	OCCUPATION	ADDRESS
(a) F.T.Dusterberry	(a) Banker	(a) Centerville, Cal.
Geo. Roderick	Banker	"
Ira Hodgkins	Automobile Dealer	"
(b)	(b)	(b)
(c)	(c)	(c)

For the purpose of securing the UNITED STATES FIDELITY AND GUARANTY COMPANY, as Surety on the above mentioned bond, I hereby declare that I have, in the replies above, stated the truth, without any mental reservation whatever.

W.B.Williams (SEAL)

Date Dec. 30, 1932. 19

..... (SEAL)

..... (SEAL)

Judicial 29 ★ 5-26-31 5m Made in U. S. A.

UNITED STATES FIDELITY AND GUARANTY COMPANY

BALTIMORE, MARYLAND

BOND OF INDEMNITY OF INDIVIDUALS

KNOW ALL MEN BY THESE PRESENTS, That I, the undersigned, am held and firmly bound unto the UNITED STATES FIDELITY AND GUARANTY COMPANY, in the just and full sum of

.....Five thousand and no/100 - - - - - - - - - - .....Dollars, to be paid to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its certain attorneys, successors or assigns; to the payment whereof, well and truly to be made and done, I bind myself and each of my heirs, executors and administrators, jointly and severally, firmly by these presents.

WHEREAS the said UNITED STATES FIDELITY AND GUARANTY COMPANY has become or is about to become surety, at my request, on a certain bond in the sum of.....

.....Five Thousand and no/100 - Dollars,

and dated the.....1st.....day of.....January....., 19.33...

wherein .....Williams Bros., Ltd. Centerville, Calif.....

.....

Principal, which bond is made a part hereof, as fully to all intents and purposes as if fully set forth herein.

NOW THE CONDITION OF THE ABOVE OBLIGATION IS SUCH, That if I, my heirs, executors or administrators, shall at all times save harmless and keep indemnified the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors and assigns, against all suits, actions, debts, damages, costs, charges and expenses, including court costs and counsel fees at law or in equity, and against all loss and damages whatever, that shall or may at any time happen or result to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors or assigns, for or by reason of the suretyship of the said UNITED STATES FIDELITY AND GUARANTY COMPANY, as aforesaid, or any continuation or renewal thereof; and if I, my heirs, executors or administrators, pay or cause to be paid to the UNITED STATES FIDELITY AND GUARANTY COMPANY the premium on said bond, or any continuation or renewal thereof: then this obligation to be void and of no effect; otherwise to remain in full force and virtue.

WITNESS my hand and seal this....30th.....day of.....December....., 1932...

Signed, sealed and delivered in the presence of

Name D. L. Kirk *Name* Irving Williams (SEAL)

Address Centerville Calif. *Address* Centerville, Calif.

Name..... *Name* ..... (SEAL)

Address..... *Address*.....

Name..... *Name* ..... (SEAL)

Address..... *Address*.....

STATEMENT TO THE
United States Fidelity and Guaranty Company,
HOME OFFICE, BALTIMORE, MD.

By (a) Irving Williams (b) _____

(c) _____

who will indemnify said Company for becoming surety for Williams Bros., Ltd., Centerville, Calif., Produce Dealers Bond.

1. State in full your name and principal place of business.

(a) Irving Williams, Centerville, Calif.

(b) _____

(c) _____

2. State value and location of Real Estate owned by you and encumbrances thereon, if any.

	Cost	Encumbrance
(a) 1976 Tasso Street, Palo Alto (Res)	11,000.00	4,750.00
1512 41st Street, Sacramento (Res)	8,000.00	4,000.00
(b) 911 42nd Street, Sacramento (Res)	7,600.00	3,600.00
Lake Tahoe Property, Lake front 50 x 180	2,500.00	none
(c)	29,100.00	12,350.00

3. State amount of Personal Property owned by you, such as Stocks, Bonds, etc.

Cash value life insurance	1500.00
(a) 125 Shares Transamerica Stock @ 5.00	625.00
(b) Household furnishings	2500.00
(c) Packard Sedan	800.00

4. If in business, please state amount of your net interest therein, giving firm name and address, and names of partners.

(a) One quarter interest in Williams Bros., Ltd., Centerville, Calif.

(b) _____

(c) _____

5. References:

NAME	OCCUPATION	ADDRESS
(a) F. T. Dusterberry	(a) Banker	(a) Centerville, Calif.
George Roderick	Banker	" "
Ira Hodgkins	Automobile Dealer	" "
(b)	(b)	(b)
(c)	(c)	(c)

For the purpose of securing the UNITED STATES FIDELITY AND GUARANTY COMPANY, as Surety on the above mentioned bond, I hereby declare that I have, in the replies above, stated the truth, without any mental reservation whatever.

Irving Williams (SEAL)

Date Dec. 30, 1932. 19

_____ (SEAL)

_____ (SEAL)

Judicial 29 ★ 5-26-31 5m Made in U. S. A.

UNITED STATES FIDELITY AND GUARANTY COMPANY

BALTIMORE, MARYLAND

BOND OF INDEMNITY OF INDIVIDUALS

KNOW ALL MEN BY THESE PRESENTS, That I, the undersigned, am held and firmly bound unto the UNITED STATES FIDELITY AND GUARANTY COMPANY, in the just and full sum of

Five Thousand and no/100 - - - - - - - - - - - Dollars, to be paid to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its certain attorneys, successors or assigns; to the payment whereof, well and truly to be made and done, I bind myself and each of my heirs, executors and administrators, jointly and severally, firmly by these presents.

WHEREAS the said UNITED STATES FIDELITY AND GUARANTY COMPANY has become or is about to become surety, at my request, on a certain bond in the sum of

Five Thousand and no/100 - Dollars,

and dated the 1st first day of January, 19 33,

wherein Williams Bros., Ltd., Centerville, Calif.

Principal, which bond is made a part hereof, as fully to all intents and purposes as if fully set forth herein.

NOW THE CONDITION OF THE ABOVE OBLIGATION IS SUCH, That if I, my heirs, executors or administrators, shall at all times save harmless and keep indemnified the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors and assigns, against all suits, actions, debts, damages, costs, charges and expenses, including court costs and counsel fees at law or in equity, and against all loss and damages whatever, that shall or may at any time happen or result to the said UNITED STATES FIDELITY AND GUARANTY COMPANY, its successors or assigns, for or by reason of the suretyship of the said UNITED STATES FIDELITY AND GUARANTY COMPANY, as aforesaid, or any continuation or renewal thereof; and if I, my heirs, executors or administrators, pay or cause to be paid to the UNITED STATES FIDELITY AND GUARANTY COMPANY the premium on said bond, or any continuation or renewal thereof: then this obligation to be void and of no effect; otherwise to remain in full force and virtue.

WITNESS my hand and seal this 30th day of December, 1932.

Signed, sealed and delivered in the presence of

Name D. L. Kirk	*Name* L. L. Williams (SEAL)
Address Centerville, Calif.	*Address* Centerville, Calif.
Name	*Name* (SEAL)
Address	*Address*
Name	*Name* (SEAL)
Address	*Address*

STATEMENT TO THE
United States Fidelity and Guaranty Company,
HOME OFFICE, BALTIMORE, MD.

By (a) L. S. Williams (b) .....

(c) .....

who will indemnify said Company for becoming surety for Williams Bros., Ltd.,

Centerville, Calif.

1. State in full your name and principal place of business.

(a) L. S. Williams, Centerville, Calif.

(b) .....

(c) .....

2. State value and location of Real Estate owned by you and encumbrances thereon, if any.

(a) .....

(b) .....

(c) .....

3. State amount of Personal Property owned by you, such as Stocks, Bonds, etc.

(a) Household goods 1500.00

(b) Stocks and Bonds (market value) 2950.00

(c) Automobile, cash in bank, cash value life ins. 1650.00

4. If in business, please state amount of your net interest therein, giving firm name and address, and names of partners.

(a) One quarter interest in Williams Bros., Ltd., Centerville, Calif.

(b) .....

(c) .....

5. References:

NAME	OCCUPATION	ADDRESS
(a) F. T. Dusterberry	(a) Banker	(a) Centerville
Dr. W. L. McWhirter	Doctor	"
George Roderick	Banker	"
(b)	(b)	(b)
(c)	(c)	(c)

For the purpose of securing the UNITED STATES FIDELITY AND GUARANTY COMPANY, as Surety on the above mentioned bond, I hereby declare that I have, in the replies above, stated the truth, without any mental reservation whatever.

L S Williams (SEAL)

Date Dec. 30, 1932 19 ..... (SEAL)

..... (SEAL)

Judicial 29 ★ 5-26-31 5m Made in U. S. A.

UNITED STATES FIDELITY AND GUARANTY COMPANY

BALTIMORE, MARYLAND

BOND OF INDEMNITY OF INDIVIDUALS

KNOW ALL MEN BY THESE PRESENTS, That I, the undersigned, am held and firmly bound unto the UNITED STATES FIDELITY AND GUARANTY COMPANY, in the just and full sum of

.....Five Thousand and no/100 - - -

STATEMENT TO THE
United States Fidelity and Guaranty Company,
HOME OFFICE, BALTIMORE, MD.

By (a) M.P.Williams (b) .....

..... (c) .....

who will indemnify said Company for becoming surety for Williams Bros., Ltd., Centerville Calif., Produce Dealers Bond.

1. State in full your name and principal place of business.

(a) M.P.Williams, Centerville, California.

(b) .....

(c) .....

2. State value and location of Real Estate owned by you and encumbrances thereon, if any.

(a) Res. lot 1514 41st St., Sacramento cost $1600.00 (1924)

.....

(b) .....

.....

(c) .....

.....

3. State amount of Persona! Property owned by you, such as Stocks, Bonds, etc.

(a) 120 shares F.E.Booth Company, Inc. (unlisted) cost $4700.00

(b) 100 " Transamerica 500.00

(c) Buick coupe 500.00

4. If in business, please state amount of your net interest therein, giving firm name and address, and names of partners.

(a) One quarter interest in Williams Bros., Ltd., Centerville, Calif.

(b) .....

(c) .....

5. References:

NAME	OCCUPATION	ADDRESS
(a) F.T.Dusterberry	(a) Banker	(a) Centerville, Cal.
Geo. Roderick	Banker	"
Ira Hodgkins	Automobile Dealer	"
(b)	(b)	(b)
(c)	(c)	(c)

For the purpose of securing the UNITED STATES FIDELITY AND GUARANTY COMPANY, as Surety on the above mentioned bond, I hereby declare that I have, in the replies above, stated the truth, without any mental reservation whatever.

M.P.Williams (SEAL)

Date Dec. 30th 1932 19

..... (SEAL)

..... (SEAL)

By virtue of a payment in the sum of $100.00, hereby acknowledge receive the principal amount of this Note is reduced to the sum of $5900.00.

Mary A. Bostwick -

In and for the consideration of the sum of $5900.00, I hereby assign all my title and interest in this Note to College Investment Company, a corporation.

Mary A. Bostwick -

Dated: May 7, 1937

WITHOUT RECOURSE PAY TO THE ORDER OF WRIGHT HOLDING COMPANY, a Corporation.

COLLEGE INVESTMENT COMPANY,

BY W C Wright A.
President

BY A Russell Galloway J
Secretary

UNIVERSITY OF CALIFORNIA

LOU CAMPANELLI
HEAD COACH

NIT
1986
NIT
1987

61 HARMON ARENA BERKELEY, CA 94720-9989 (415) 642-0361

$6000.00 Sacramento, California, June 17th 19 36

Three (3) years after date, for value received, we, and each of us promise to pay to MARY A. BOSTWICK

- - - -

By virtue of a payment in the sum of $100.00, hereby acknowledge receive the principal amount of this Note is reduced to the sum of $5900.00.

Mary A. Bostwick -

In and for the consideration of the sum of $5900.00, I hereby assign all my title and interest in this Note to College Investment Company, a corporation.

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BY W C Wright
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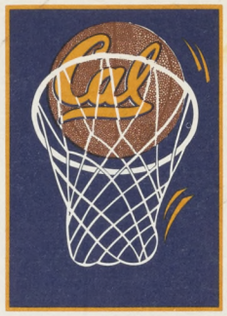
BY A Russell Galloway J
Secretary

UNIVERSITY OF CALIFORNIA



LOU CAMPANELLI
HEAD COACH

NIT
1986

NIT
1987

61 HARMON ARENA BERKELEY, CA 94720-9989 (415) 642-0361

'New Leadership'-Nixon

New Leadership in Sacramento was the basic theme of Richard M. Nixon's appeal to some 500 persons who assembled to hear him speak in Fremont's Center Square, Friday morning.

Following his public talk he told the NEWS REGISTER that he firmly felt that all cities should have the right

'New Leadership'-Nixon

New Leadership in Sacramento was the basic theme of Richard M. Nixon's appeal to some 500 persons who assembled to hear him speak in Fremont's Center Square, Friday morning.

Following his public talk he told the NEWS REGISTER that he firmly felt that all cities should have the right to decide for themselves where a freeway should be routed within a city's limits.

"As I said several days ago on TV in reply to a letter from one of your residents (Frank B. Calhoun), I firmly believe that freeway route decisions should reflect local community thinking and needs and no one should run roughshod over a city's desires in such a matter."

One of Nixon's aides told the NEWS REGISTER that although Mr. Nixon may not be as intmaitely acquainted with the history of Fremont's freeway problem as the people of the community are, he has heard a great deal about it from many sources and has taken a deep personal interest in it.

TINY HOSTESS — Miss Teri Sabraw, young daughter of Mr. and Mrs. M. O. Sabraw played hostess to Mrs. Pat Nixon Friday morning while the wife of the Republican candidate of California's governorship spoke to an audience of nearly 500 persons in Fremont's Center Square. The two were seen on several occassions in animated conversation.

(NEWS REGISTER Photo)

CARL HOPPE
JAMES F. MITCHELL
JOHN R. MURTHA
OF THE NEW YORK
AND CONNECTICUT BAR
ERNEST M. ANDERSON
FRANK P. ADAMS
OF COUNSEL

LAW OFFICES
HOPPE AND MITCHELL
2610 RUSS BUILDING
SAN FRANCISCO 94104

PATENTS, TRADEMARKS
AND COPYRIGHTS

TELEPHONE 392-8030
AREA CODE 415

April 6, 1964

File 877

Mr. W. Burdette Williams
P. O. Box 695
Fremont, California

Re: Trademark "Royal Garden"

Dear Mr. Williams:

We have been asked to determine whether or not you are the owner of the above-identified trademark and, if so, whether or not this trademark is still being used. According to our telephone conversation of last Friday, April 3, 1964, you are the owner of the trademark and you stated that the trademark has been used and it is your intention to use it in the future.

As you requested, I am w
inquiry. We are interested in knowing th
you have used the trademark, and whethe
used. If it is, would you please supply u
bearing the trademark. We would also a
goods the trademark is now being used.

As I stated in our telephon
also like to know if you would consider th
trademark and the good will associated w

Very

for H

JRM:noh

Jim Foley 4/22/64

CARL HOPPE
JAMES F. MITCHELL
JOHN R. MURTHA
OF THE NEW YORK
AND CONNECTICUT BAR
ERNEST M. ANDERSON
FRANK P. ADAMS
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As you requested, I am writing you to confirm our inquiry. We are interested in knowing the length of time for which you have used the trademark, and whether or not it is now being used. If it is, would you please supply us with a current label bearing the trademark. We would also appreciate knowing on what goods the trademark is now being used.

As I stated in our telephone conversation, we would also like to know if you would consider the possibility of selling the trademark and the good will associated with it.

Very truly yours,

John R. Murtha

for Hoppe and Mitchell

JRM:noh

Jim Foley 4/22/64

STEPHEN GRUBB
ATTORNEY AT LAW
714 WEST OLYMPIC BOULEVARD
LOS ANGELES, CALIFORNIA 90015
(213) 749-5497

June 14, 1968

UNITED STATES & FOREIGN
TRADEMARK CAUSES

Party Foods, Inc.
P. O. Box 695
Fremont, California

Attention: Mr. M. Jay Goodman
General Sales Manager

Re: Use of the Trademark "ROYAL PARTY"

Dear Mr. Goodman:

This is again a follow-up to my previous correspondence concerning use of the trademark "ROYAL PARTY". I assume that when use of the trademark is established in interstate commerce, that you will send me the information as to the products which have been sold under the trademark, the dates of first local and first interstate sale, and wraps or labels showing use of the trademark. I should also have an imprint of the corporate seal so that I can properly identify the corporation in the application.

In order to avoid bothering you with continued correspondence concerning this matter, I will close my file until I hear from you.

Sincerely yours,

Stephen Grubb

SG:dg

STEPHEN GRUBB
ATTORNEY AT LAW
714 WEST OLYMPIC BOULEVARD
LOS ANGELES, CALIFORNIA 90015
RICHMOND 9-5497

DEAN READ
Registered Trademark Agent
United States Patent Office

Specializing in
UNITED STATES & FOREIGN
TRADEMARKE PROTECTION

December 20, 1967

Party Foods, Inc.
P. O. Box 695
Fremont, California

Attention: Mr. M. Jay Goodman, General Sales Manager

Re: Use of the Trademark "ROYAL PARTY"

Dear Mr. Goodman:

This is a routine follow-up to our file of correspondence concerning your establishing use of the trademark "ROYAL PARTY". I still have this file open in my office, and I presume that if use of the trademark is established you will so advise me if it is your desire that an application for registration be filed in the United States Patent Office.

Sincerely yours,

Stephen Grubb

SG:fc

DIRECTORY
OF
MANUFACTURERS
AND
WHOLESALERS

FREMONT
CALIFORNIA

Prepared By

fcc fremont chamber of commerce
40996 fremont blvd. • fremont, california • phone 656-2113

FREMONT MANUFACTURERS

* *

AMCHEM PRODUCTS, INC. 37899 Niles Blvd. 797-1430	G. H. Williamson V.P. & Gen.Mgr. 30 Employees	Weed Control Chemicals Adhesives, Coatings
BILT RITE CABINET SHOP 145 H Street 797-3252	Bill McTear Owner 1 Employee	Kitchen Cabinets
THE BORDEN CHEMICAL COMPANY 41100 Boyce Road 656-5200	O. A. Sandberg Works Manager 17 Employees	Urea Formaldehyde, Thenolic Resins, Formaldehyde
BURNS CABINET SHOP 38056 3rd Street 793-0253	Harold Burns Owner 1 Employee	Kitchen Cabinets
CALIFORNIA CANNERS & GROWERS 41099 Boyce Road 656-8800	William Colvin Manager 127 Employees	Tin Cans
CALIFORNIA CONSERVING CO., INC. 41655 Osgood Avenue (Box 1637) 656-2431	Lawrence J. LaFleur Vice-President 82 Employees	Pickle Products, Chili Peppers, Sweet Wax Peppers
BENJAMIN FOSTER COMPANY 37899 Niles Blvd. 797-0313	Dennis Dunn Western Div. Mgr. 25 Employees	Mastics, Adhesives, Coatings, Sealers
FREMONT GLASS 37276 Maple Street 793-3003	Richard Marriott Owner 4 Employees	Lead and Zinc Diamond Windows, Church Glass
GENERAL MOTORS CORP., BUICK- OLDSMOBILE-PONTIAC ASSEMBLY DIV. 45500 Fremont Blvd. 656-7600	James H. Allen Plant Manager 1400 Employees	Passenger Automobiles and Trucks
P.C. HANSEN COMPANY 37220 Maple Street 797-2716	George Bonde Jr. Partner 4 Employees	Custom Cabinets, Fixtures, Millwork
HARBISON-WALKER REFRACTORIES CO. 48311 Warm Springs Blvd. (Box 4109) 656-1846	E. P. Magusiak Supt. 23 Employees	Refractories, High-Temper- ature Cement
HAYWARD BOX COMPANY 44875 Fremont Blvd. 656-1500	Rudy Pardini Manager 12 Employees	Wood Boxes for Fruit and Produce
INDUSTRIAL ELECTRIC MFG. CO. 982 Washington Blvd. 656-1600	Frank M. Howe President 45 Employees	Switchboards, Motor Control Centers, Panelboards, Bus Duct, Electrical Enclosures
INLAND STEEL PRODUCTS COMPANY 2875 Prune Avenue 656-4900	Joe E. Rondeau Plant Manager 20 Employees	Metal Roof Deck, Metal Wall Panel

FREMONT MANUFACTURERS CONT'D.

* * * *

* * * *

FREMONT WHOLESALERS AND DISTRIBUTORS

* *

BORCHERS BROTHERS 500 Warren Avenue 656-2572	Robert Bisconer Manager 10 Employees	Building Materials, Transit Mixed Concrete, Windows, Sash, Pre-Hung Doors
CALIFORNIA-FLORIDA PLANT CORP. 5600 Stevenson Blvd. 656-1424	Harry Harper President 100 Employees	Crysanthamums
CALIFORNIA NURSERY COMPANY 36501 Niles Blvd. 797-3311	George C. Roeding Jr. President & Manager 65 Employees	Roses, Fruit Trees, Ornamentals, Shade Trees, Grapevines
CLOVERDALE CREAMERY 37085 Fremont Blvd. 797-1303	William Bauhofer Manager 30 Employees	Dairy Products
CONTAINER SUPPLY CORP. 43970 Fremont Blvd. 656-0935	Roy C. Gough General Manager 1 Employee	Grower Supplies; Corrugated Containers and Polyethylene Bags
EDENVALE NURSERY INC. 40160 Mission Blvd. 797-0929	Frank J. Serpa President 11 Employees	Nursery Stock
FOUR WINDS GROWERS 42186 Palm Avenue 656-2691	Don Dillon Co-Owner 10 Employees	Nursery Stock, Dwarf Fruit Trees
FUDENNA BROTHERS, INC. 43978 Fremont Blvd. (Box 1636) 656-2100	James Fudenna President 25-200 Employees	Produce
HENRY J. KAISER COMPANY SAND & GRAVEL DIVISION 1067 Shinn Road 797-1525	Jim de'Antonio Plant Manager 26 Employees	Asphalt, Ready-Mix Concrete, Crushed and Washed Gravel, Oil and Plant Mixes
KIMBER FARMS, INC. 39700 Mission Blvd. (Box 2008) 793-4521	John E. Kimber President & Gen. Mgr. 165 Employees	Commercial Baby Chicks, Breeding Stock Chicks, Turkeys-Commercial & Parent
L. S. WILLIAMS COMPANY 3968 Walton Avenue 793-1260	Gene Williams General Manager 30-200 Employees	Produce
NILES POULTRY BREEDING FARM 40350 Mission Blvd. 793-1782	Frank A. Mendonca Owner-Manager 10 Employees	Day-Old Baby Chicks Started Poulets
NILES QUARRY COMPANY 36300 Mission Blvd. 797-2909	Charles Sawyer Partner 7 Employees	Red Rock & Fill Material
NILES SAND & GRAVEL COMPANY Rock Avenue (Box 2248) 793-0331	H. G. Clouser V. P. & Gen. Mgr. 30 Employees	Concrete & Plant Mix Aggregates, Base Materials

* * * *

FREMONT WHOLESALERS & DISTRIBUTORS CONT'D.

* *

PACIFIC CEMENT & AGGREGATES, INC. 37151 Sequoia Road 797-3121	R. G. Trevorrow President 75 Employees	Sand, Gravel, Wet-Mix Concrete, Building Materials, Sack Cement Mixes
PACIFIC FRUIT & PRODUCE COMPANY 43970 Fremont Blvd. 656-1311	Merv Arenchild Div. Mgr. & Vice-Pres. 6-20 Employees	Fresh Fruit and Vegetables
E. PIANETTA & COMPANY 39437 Fremont Blvd. 793-1510	Ernesto Pianetta Partner 20 Employees	Produce
RHODES & JAMIESON, LTD. 2650 Jamieson Avenue 797-1220	Lester Schrag Plant Superintendent 45 Employees	Sand, Gravel, Ready-Mix Concrete, Building Materials
SEASIDE OIL COMPANY 37105 Mission Blvd. 797-4888	Thomas Barlow Owner-Distributor 2 Employees	Petroleum Products
G. SEKIKAHAMA 4833 Thornton Avenue 797-1277	George Sekikahama Owner 2-5 Employees	Strawberries
STANDARD OIL CO. OF CALIFORNIA 41075 Railroad Avenue 656-0411	Anthony Pinto Owner-Distributor 2 Employees	Petroleum Products
UNION OIL COMPANY 4288 Baine Avenue 797-1776	William K. Clark Owner-Distributor 2 Employees	Petroleum Products
UNITED PLYWOOD & MILLWORK DIST.,INC. 2400 Prune Avenue (Box 284) 656-3710	C. L. Edlund President 10 Employees	Millwork
U. S. GYPSUM COMPANY 37975 Shinn Road (Box 605) 793-2821	Harvey Lorenz Warehouse Supt. 10 Employees	Sheetrock

MISCELLANEOUS

PACIFIC GAS & ELECTRIC COMPANY 3820 Peralta Blvd. 793-1835	G. H. Loosmore Manager 106 Employees	Gas, Electricity
PACIFIC TELEPHONE & TELEGRAPH CO. 26789 Fremont Blvd. 581-9000	L. B. Harper Manager 142 Employees	Telephone Installation and Maintenance
STANFORD RESEARCH INSTITUTE Coyote Hills Field Site Mail: c/o SRI, Menlo Park, Calif. 471-1220 326-6200	Dale Hutchison Gen. Mgr. Physical Sciences Research 15 Employees	Research Activities in Physics and Biophysics
UNITED STATES GOVERNMENT FEDERAL AVIATION AGENCY 5125 Central Avenue 797-3200	Fred M. Marks Chief, Oakland ARTC Center 272 Employees	Air Traffic Control

PRESIDENTIAL ELECTORAL VOTE 1884 to 1940

ELECTORAL VOTE BY STATES FOR 1944		1884	1888	1892	1896	1900	1904	1908	1912	1916	1920	1924	1928	1932	1936	1940	1944
11	Ala.	10	10	11	11	11	11	11	12	12	12	12	12	11	11	11	
4	Ariz.	Admitted 1912							3	3	3	3	3	3	3	3	
9	Ark.	7	7	8	8	8	9	9	9	9	9	9	9	9	9	9	
25	Calif.	8	8	1 8	1 8	9	10	10	2 11	13	13	13	13	22	22	22	
6	Colo.	3	3	4	4	4	5	5	6	6	6	6	6	6	6	6	
8	Conn.	6	6	6	6	6	7	7	7	7	7	7	7	8	8	8	
3	Del.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
8	Fla.	4	4	4	4	4	5	5	6	6	6	6	6	7	7	7	
12	Ga.	12	12	13	13	13	13	13	14	14	14	14	14	12	12	12	
4	Ida.	Ad. 1890		3	3	3	3	3	4	4	4	4	4	4	4	4	
28	Ill.	22	22	24	24	24	27	27	29	29	29	29	29	29	29	29	
13	Ind.	15	15	15	15	15	15	15	15	15	15	15	15	14	14	14	
10	Iowa	13	13	13	13	13	13	13	13	13	13	13	13	11	11	11	
8	Kan.	9	9	10	10	10	10	10	10	10	10	10	10	9	9	9	
11	Ky.	13	13	13	1 12	13	13	13	13	13	13	13	13	11	11	11	
10	La.	8	8	8	8	8	9	9	10	10	10	10	10	10	10	10	
5	Me.	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	
8	Md.	8	8	8	8	8	1 7	2 6	8	8	8	8	8	8	8	8	
16	Mass.	14	14	15	15	15	16	16	18	18	18	18	18	17	17	17	
19	Mich.	13	13	9 5	14	14	14	14	15	15	15	15	15	19	19	19	
11	Minn.	7	7	9	9	9	11	11	12	12	12	12	12	11	11	11	
9	Miss.	9	9	9	9	9	10	10	10	10	10	10	10	9	9	9	
15	Mo.	16	16	17	17	17	18	18	18	18	18	18	18	15	15	15	
4	Mont.	Ad. 1889		3	3	3	3	3	4	4	4	4	4	4	4	4	
6	Nebr.	5	5	8	8	8	8	8	8	8	8	8	8	7	7	7	
3	Nev.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
4	N.H.	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
16	N.J.	9	9	10	10	10	12	12	14	14	14	14	14	16	16	16	
4	N.M.	Admitted 1912							3	3	3	3	3	3	3	3	
47	N.Y.	36	36	36	36	36	39	39	45	45	45	45	45	47	47	47	
14	N.C.	11	11	11	11	11	12	12	12	12	12	12	12	13	13	13	
4	N.D.	Ad. 1889		1 1	3	3	4	4	5	5	5	5	5	4	4	4	
25	Ohio	23	23	22 1	23	23	23	23	24	24	24	24	24	26	26	26	
10	Okla.	Admitted 1907						7	10	10	10	10	10	11	11	11	
6	Ore.	3	3	3 1	4	4	4	4	5	5	5	5	5	5	5	5	
35	Pa.	30	30	32	32	32	34	34	38	38	38	38	38	36	36	36	
4	R.I.	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	
8	S.C.	9	9	9	9	9	9	9	9	9	9	9	9	8	8	8	
4	S.D.	Ad. 1889		4	4	4	4	4	5	5	5	5	5	4	4	4	
12	Tenn.	12	12	12	12	12	12	12	12	12	12	12	12	11	11	11	
23	Texas	13	13	15	15	15	18	18	20	20	20	20	20	23	23	23	
4	Utah	Ad. 1896			3	3	3	3	4	4	4	4	4	4	4	4	
3	Vt.	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	
11	Va.	12	12	12	12	12	12	12	12	12	12	12	12	11	11	11	
8	Wash.	Ad. 1889		4	4	4	5	5	7	7	7	7	7	8	8	8	
8	W.Va.	6	6	6	6	6	7	7	8	1 7	8	8	8	8	8	8	
12	Wisc.	11	11	12	12	12	13	13	13	13	13	13	13	12	12	12	
3	Wyo.	Ad. 1890		3	3	3	3	3	3	3	3	3	3	3	3	3	
531	Total	Cleveland 219	Harrison 233	Cleveland 277	McKinley 271	McKinley 292	Roosevelt 336	Taft 321	Wilson 435	Wilson 277	Harding 404	Coolidge 382	Hoover 444	Roosevelt 472	Roosevelt 523	Roosevelt 449	
		Blaine 182	Cleveland 168	Harrison 145	Bryan 176	Bryan 155	Parker 140	Bryan 162	Roosevelt 88	Hughes 254	Cox 127	Davis 136	Smith 87	Hoover 59	Landon 8	Willkie 82	
				Weaver 22					Taft 8			LaFollette 13					

Republican
Democratic
Progressive (Roosevelt)
Progressive (LaFollette)
Populist
Vote divided

Elect to place your Insurance with

LUMBERMENS MUTUAL CASUALTY COMPANY

HOME OFFICE: MUTUAL INSURANCE BUILDING, CHICAGO 40, U.S.A.

HERBERT F. WAY

953 B. Street HAYWARD, CALIFORNIA

Phone 94

19 COPR. A. GOES 5-1-44

STANDARD INDUSTRIAL SURVEY SUMMARY REPORT

outlined by
The Statewide Industrial Development Committee
CALIFORNIA STATE CHAMBER OF COMMERCE

prepared by
FREMONT CHAMBER OF COMMERCE

JANUARY, 1963

FREMONT

Alameda County, California

1. LOCATION

FREMONT, a city with an estimated population of 64,000 in January 1963, had 43,790 in April 1960 and 22,443 when it incorporated in January 1956. The population of the Fremont-Newark-Union City area in mid-1962 was estimated at 80,000; Alameda County's population was 946,700.

FREMONT is situated in the San Francisco Bay Area, the southernmost city in Alameda County, 20 miles south-east of the nearest seaport terminal of Redwood City and 25 miles south of the seaport terminal of Oakland, 36 miles south-east of San Francisco and 385 miles north of Los Angeles.

2. CLIMATE

	Avg. Temperature			Rain	*Humidity		
Period	Min.	Mean	Max.	(Inches)	Noon	4PM	** Prevailing Winds
January	38.4°	48.2°	57.9°	3.21''	63%	66%	Direction: WNW
April	46.0°	56.6°	67.2°	1.07''	47%	56%	Mean Hourly Speed
July	54.1°	64.9°	75.7°	0.03''	41%	54%	6.9 mph
October	49.1°	61.1°	73.0°	0.67''	53%	58%	
YEAR	46.9°	57.7°	68.4°	15.01''	55%	58%	Elevation: 57 feet.

*San Jose

**Between Oakland and San Jose

3. TRANSPORTATION

RAIL: Southern Pacific and Western Pacific Railroads.
BUS: Peerless Stages and Greyhound Lines
TRUCK: Over 40 common carriers, over 250 radial carriers.
AIR: San Francisco International Airport--30 miles; Oakland International Airport--22 miles; San Jose Municipal Airport--15 miles; Hayward Airport (Private)--10 miles.
SEA: Port of San Francisco--36 miles; Port of Oakland--25 miles; Port of Redwood City--20 miles.
HIGHWAYS: Nimitz Freeway (State Highway 17); State Highways 9, 21, 84.
OVERNIGHT DELIVERY TO: Los Angeles. SECOND MORNING TO: Portland, Seattle.

4. INDUSTRIAL SITES

There are over 3,000 acres within the city limits zoned completely and exclusively for industry. About 75% is vacant and available in parcels ranging from 1 acre to 250 acres. Typical sale prices during 1962 ranged from $5,000 per acre to $12,500 per acre. The terrain is level and clear; drainage is excellent. Subsoil is firm and deep and pilings are not generally required.
SIZE OF WATER MAINS: 12'' to 20''
SIZE OF SEWER LINES: 12'' to 48''
NEAREST GAS LINES: On site.
NEAREST ELECTRIC LINES: On site.
NEAREST RAIL LINES: Southern Pacific and Western Pacific with spur to many sites.

5. INDUSTRIAL WATER SUPPLY

NAME OF SUPPLIER: Alameda County Water District, 38050 Fremont Blvd., Fremont.,
MAXIMUM PUMPING CAPACITY: 24 million gallons per day.
AVERAGE CONSUMPTION: 8.5 million gallons per day.
COST PER 1,000 GALLONS IN QUANTITIES OF 100,000 GALLONS PER MONTH: $.359
COST PER 1,000 GALLONS IN QUANTITIES OF 1,000,000 GALLONS PER MONTH: $.299

6. GAS, ELECTRICITY AND TELEPHONE UTILITY SERVICES

GAS: Name of Supplier: Pacific Gas & Electric Co., 3820 Peralta Blvd., Fremont

Cost of Industrial Gas:

Interruptible Service			Firm Service		
Monthly Delivery Therms*	Average Per Therm	Average Per MCF	Monthly Delivery Therms*	Average Per Therm	Average Per MCF
500,000	4.04¢	44.41¢	500,000	**5.36¢	58.91¢
100,000	4.64¢	51.02¢	100,000	**5.40¢	59.35¢
50,000	4.78¢	52.57¢	50,000	**5.45¢	59.90¢
25,000	4.92¢	54.09¢	25,000	**5.51¢	60.62¢
5,000	5.14¢	56.50¢	5,000	5.61¢	61.76¢

* 1. Therm--100,000 B. t. u.; B. t. u. content per cubic foot--1,100.
** Subject to availability and regulations of supplier.

ELECTRIC POWER: Name of Supplier: Pacific Gas & Electric Co.

Cost of Electric Power:

Maximum Demand	Monthly Use-KWH	Net Monthly Elect Bill*	Avg. Cost Per KWH	Monthly Use-KWH	Net Monthly Elect Bill*	Avg. Cost Per KWH
5,000KW	1,000,000	$12,848.80	1.285¢	2,000,000	$20,664.40	1.033¢
2,500KW	500,000	$ 6,661.30	1.332¢	1,000,000	$10,576.90	1.058¢
1,000KW	200,000	$ 2,948.80	1.474¢	400,000	$ 4,524.40	1.131¢
500KW	100,000	$ 1,596.60	1.597¢	200,000	$ 2,414.40	1.207¢
300KW	60,000	$ 990.60	1.651¢	120,000	$ 1,496.40	1.247¢
150KW	30,000	$ 536.10	1.787¢	60,000	$ 807.90	1.347¢

* Subject to discount for primary service.

TELEPHONE: Name of Supplier: Pacific Telephone & Telegraph Co., 777 Main St., Hayward.

(NOTE: Current specific rates and availability of services available on request from suppliers.)

7. POPULATION GROWTH AND TRENDS

	January 1956*	April 1960	July 1962	January 1963
Population, Alameda County	835,800	908,209	946,700	991,300
Population, FREMONT	22,443	43,790	57,600**	64,000***
Occupied Dwelling Units	5,755	11,103	14,390**	16,410
School enrollment, elementary	3,935	10,145	13,630	15,660
School enrollment, high****	1,512	3,183	4,782	6,061
Water connections	4,751	10,153	13,558	14,535
Electric meters	7,435	12,461	16,531	17,435
Gas meters	6,220	11,206	15,188	16,028
Telephones	4,644	10,573	15,611	17,080

* January, 1956--Date of Fremont's Incorporation.
** Source: Department of Finance, State of California.
*** Source: Building Department, City of Fremont.
**** Includes high school enrollment in Newark and Union City.

8. GOVERNMENTAL FACILITIES: TAX AND INSURANCE RATES

TYPE OF GOVERNMENT: Council/Manager

ASSESSED VALUATION: $81,973,520 during 1962-63 fiscal year.

TAX RATES:
Combined total property tax rate 1962-63 per $100 assessed valuation: $9.33 (avg.)*
Actual City rate: $1.04 (ratio of city to county assessment--1)
Adjusted City Rate: $1.04; County: $2.27; Schools: $4.27; Other: $1.75.

* There are seven separate tax code areas within the industrial zone. The rates vary from $8.81 to $9.74, plus $.50 (flood control) on land and improvements.

ASSESSMENT POLICY: Ratio of 25% to present market value. Assessment done by County Assessor

SALES TAX: City/County Sales Tax--1%.

POLICE DEPARTMENT: Enforcement personnel--43; Police cars--14 (all with three-way radios.)

FIRE DEPARTMENT: Prevention and fire fighting personnel--32 (plus 72 volunteers;) Equipment--16 engines; Facilities--6 stations.

INSURANCE CLASSIFICATION: Class 6.

SEWER SYSTEM: Capacity--7.5 million gallons per day; Peak flow--6.0 m.g.d.

9. THE FREMONT LABOR MARKET AREA, JULY 1962

The FREMONT Labor Market Area, including Fremont and Newark, had an estimated population of 70,000 in July, 1962. According to the California State Department of Employment total employment in the area was 12,500*.

Agriculture	600	Trade (retail & wholesale)	1,200
Mining	100	Finance	100
Construction	700*	Service	1,700
Manufacturing	4,800*	Government	2,200
Transportation, Utilities, and Communications	500	Other	600
		Food Manufacturing	225-600**

* These figures do not include 1,100 construction workers presently working on the General Motors Assembly plant. When the plant is completed in June, 1963, manufacturing and employment will increase by 4,100.

** Low month-March; High month-September

10. OTHER CHARACTERISTICS OF THE LABOR FORCE

EXTENT OF UNIONIZATION: The majority of the industrial workers are union members affiliated with the AFL-CIO. Labor relations in industrial employment are excellent in this area.

LABOR SUPPLY: Fremont has an abundance of eligible, qualified labor force, both male and female; skilled, semi-skilled and unskilled; available for work in all major occupations. At the present time most of the labor force is commuting to work outside the city.

11. WAGE RATES

Local wage rate information may be obtained from the Fremont Chamber of Commerce or from the California State Department of Employment, 24790 Amador St., Hayward.

For information on union contract wage rates and provisions and for collective bargaining provisions, contact the Fremont Chamber of Commerce or the California State Department of Industrial Relations, Division of Labor Statistics and Reserach, 445 Golden Gate Avenue, San Francisco.

12. HOUSING AVAILABILITY, PRICES AND RENTALS

There are 17 residential subdivisions (new homes) within FREMONT, offering homes priced from $12,600 to $52,000. Sale prices for existing homes ranged from $12,000 to $28,000 during 1962.

Rentals for 1 and 2 bedroom apartments range between $75 and $165 per month. Rentals for 3 and 4 bedroom homes range from $100 to $175 per month.

13. COMMUNITY FACILITIES

FREMONT has one general hospital with a capacity of 150 beds. Other medical facilities include three rest homes or sanitoriums, 58 physicians and surgeons, and 25 dentists.

Educational facilities include 33 elementary schools, 2 junior high schools and 2 high schools. Colleges and universities in the area include: Alameda County State College--12 miles; San Jose State College--15 miles; Stanford University--15 miles; Santa Clara University--15 miles; University of California--30 miles; Saint Mary's College--30 miles.

IN FREMONT there are 47 churches, 3 libraries, 1 newspaper and 7 banks. Recreational facilities include 2 theaters, 1 park and 30 playgrounds. Practically every recreational and cultural activity can be found within the San Francisco Bay Area, all within 35 miles of Fremont.

Fremont was the winner of the 1962 award of the American Institute of Planners for "OUTSTANDING ACHIEVEMENT IN COMPREHENSIVE PLANNING BY AN AMERICAN CITY."

14. MANUFACTURING

There are 21 manufacturing firms in Fremont. The largest are:

Firm	Employees	Products
Kroehler Mfg. Co.	240	Furniture
Pullman Incorporated, Trailmobile Div.	200	Truck trailers, Containers
California Canners & Growers	150	Metal cans
Visking Co., Div. of Union Carbide Corp..	75	Polyethelene sheeting & tubing
Mission Clay Products Co.	50	Pipe, Drain tile
Industrial Electric Mfg., Inc. (Buick-Oldsmobile-Pontiac Assembly Div., General Motors Corp. ------ under construction, expected completion ----- June, 1963)	50 (4,100)	Electrical switchgear Passenger cars, Trucks

15. NON-MANUFACTURING EMPLOYMENT

United States Government, Federal Aviation Agency (Air Route Traffic Control Center)	275	Air traffic control
Kimber Farms, Inc.	185	Poultry breeding
Pacific Telephone & Telegraph Co.	150	Utility
Pacific Gas & Electric	110	Utility
Weibel, Inc.	100	Vineyards

survey by; FREMONT CHAMBER OF COMMERCE
40996 Fremont Blvd.; Fremont, California

reviewed by; CALIFORNIA STATE CHAMBER OF COMMERCE
January, 1963

U. S. DEPARTMENT OF COMMERCE, WEATHER BUREAU
IN COOPERATION WITH FREMONT CHAMBER OF COMMERCE
CLIMATOGRAPHY OF THE UNITED STATES NO. 20 - 04

CLIMATOLOGICAL SUMMARY

LATITUDE 37° 31'
LONGITUDE 122° 02'
ELEV. (GROUND) 14 feet

STATION
FREMONT, CALIFORNIA

MEANS AND EXTREMES FOR PERIOD 1931-1961

Month	Temperature (°F) Means: Daily maximum	Daily minimum	Monthly	Extremes: Record highest	Year	Record lowest	Year	** Mean degree days	Precipitation Totals (Inches): Mean	Greatest daily	Year	Snow, Sleet: Mean	Maximum monthly	Year	Greatest daily	Year	Mean number of days: Precip. .10 inch or more	Temperatures: Max. 90° and above	Max. 32° and below	Min. 32° and below	Min. 0° and below	Month
(a)	26	26	26	26		26		26	30	30		30	30		30		29	26	26	26	26	
JAN.	57.9	38.4	48.2	75	1948	22	1950	520	3.21	2.16	1942	0	0		0		7	0	0	6	0	JAN.
FEB.	60.4	40.9	50.7	78	1943	25	1948	400	2.78	1.51	1944	T	T	1932	T	1932	7	0	0	2	0	FEB.
MAR.	63.8	43.3	53.6	83	1952+	25	1953	350	2.16	1.84	1940	0	0		0		6	0	0	1	0+	MAR.
APR.	67.2	46.0	56.6	87	1957+	32	1945	260	1.07	1.07	1943	0	0		0		3	0	0	*	0	APR.
MAY	70.4	49.3	59.9	97	1943	35	1950+	180	0.51	1.10	1931	0	0		0		2	*	0	0	0	MAY
JUNE	73.7	52.4	63.1	104	1960	41	1935+	80	0.10	0.64	1948	0	0		0		*	1	0	0	0	JUNE
JULY	75.7	54.1	64.9	99	1959+	41	1942	50	T	0.03	1950+	0	0		0		0	1	0	0	0	JULY
AUG.	75.5	53.8	64.7	99	1946	41	1942	40	0.01	0.20	1935	0	0		0		*	1	0	0	0	AUG.
SEP.	77.3	52.6	65.0	109	1939	42	1955+	50	0.16	0.57	1939	0	0		0		*	2	0	0	0	SEP.
OCT.	73.0	49.1	61.1	96	1933	33	1946	130	0.67	1.41	1947	0	0		0		2	*	0	0	0	OCT.
NOV.	65.8	42.9	54.4	91	1932	26	1946	320	1.37	1.15	1953	0	0		0		3	*	0	1	0	NOV.
DEC.	59.8	40.0	49.9	79	1933	23	1932	470	2.97	1.82	1955	0	0		0		6	0	0	3	0	DEC.
Year	68.4	46.9	57.7	109	1939 SEPT.	22	1950 JAN.	2850	15.01	2.16	1942 JAN.	T	T	1932 FEB.	T	1932 FEB.	36	5	0	13	0	Year

(a) Average length of record, years.

T Trace, an amount too small to measure.

** Base 65°F (estimated)

+ Also on earlier dates, months, or years.

* Less than one half.

THE CLIMATE OF FREMONT

Fremont lies along the east edge of San Francisco Bay near its southern end. To the West, beyond the Bay and at a distance of about 20 miles are the mountains of the San Francisco peninsula, rising to heights of 2800 feet. The Pacific Ocean is some 30 miles west of Fremont. Gaps in this range are found at the Golden Gate, some 22 miles to the northwest and in the vicinity of South San Francisco, some 17 miles to the northwest. Eastward the terrain is made up of a series of ridges, within which lies the Livermore Valley. Elevations of 2500 feet are to be found within 12 miles to the east of Fremont and to 3500 feet at a distance of 18 miles. Much of the land area of Fremont is very close to sea level. At some distance from the Bay, however, the ground within the city rises to elevations of several hundred feet. This variation in terrain results in marked temperature and precipitation differences within the Fremont area. The record summarized below is most representative of the low area close to the water.

As a result of the moderating influence of the nearby water areas, temperatures in Fremont are equable throughout the year. Maximum readings in September, the warmest month, average only 77, and extremes seldom exceed 100. Only rarely are higher values observed; one such occasion was in September 1939, when a maximum of 109 was observed. On the average there are only five days per year with maximum readings of 90 or higher. Even during mid-summer, night temperatures regularly drop into the middle 50s.

Minimum temperature readings in January average around 38, with afternoon readings in that month around 58. A low of 22 was recorded in January 1950. Such lows are infrequent and of short duration. Minimums drop below 32 only 13 days in an average year. Freeze probabilities are summarized in the accompanying table.

The moderate temperature provide heating degree day totals averaging 40 to 50 during each month of the summer, with winter totals amounting to only around 500 degree days per month.

Precipitation is relatively light, averaging only 15 inches per year. Less than 10% of this total falls in the six-month period from May through October. Annual totals can be expected to vary from year to year. As often as once in 20 years the total may be as little as 8.40 inches, and with the same frequency it may exceed 23.00 inches. In one half of all years it should fall somewhere between the limits of 11.80 inches and 17.80 inches. Daily totals of 0.10 inches or more can be expected about 36 days per year, with totals of 1.00 inch or more on only 2 days per year. The distribution of rainfall is such that plants growing without irrigation may be expected to dry up around the first of June in an average year.

Rainfall intensities may occasionally be heavy. It is estimated that with a frequency of about once every two years, on the average, intensities may amount to 0.50 inch in 1 hour, 1.30 inches in six hours, and 1.90 inches in 24 hours. These amounts may be increased to 1.00 inch in an hour, 2.60 inches in six hours, and 4.40 inches in 24 hours with a frequency of once in 100 years.

Relative humidity will average in the lower or middle 80s at night throughout most of the year. Daytime readings will typically drop into the 60s during the winter and into the 50s during the summer. Further from the Bay, afternoon readings may average somewhat lower than this.

Abundant sunshine is the rule in this area during daylight hours. Winter brings periods of cloudiness as storms move through the area, but there are many clear days even during this season. The characteristic pattern of the summer months is for cloudiness to move into the area during the late afternoon hours, remain overnight, and clear out early in the forenoon.

Winds are normally lightest during the Winter except for occasional strong winds associated with migrant storms that move through the area. A strong sea breeze on summer afternoons brings the average wind speed up to around 9 miles per hour during the summer months. Extreme winds of around 35 miles per hour can be expected about once every two years, increasing to 80 to 85 miles per hour as often as once in 50 years.

C. Robert Elford
Weather Bureau
State Climatologist
San Francisco, California

FREMONT, CALIFORNIA

Average Temperature (°F)

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ann'l
1931	49.6	54.8	56.2	58.2	63.8	62.8	65.0	62.8	62.2	58.3	51.0	46.9	57.6
1932	47.4	48.7	54.7	54.6	57.2	61.0	62.7	62.7	65.4	61.4	59.2	46.4	56.8
1933	47.1	50.6	56.4	57.6	57.6	61.6	64.6	65.0	63.2	65.0	57.0	51.9	58.1
1934	53.0	57.1	61.6	61.4	64.9	65.0	65.4	65.8	65.4	62.6	58.2	53.0	61.1
1935	51.4	54.0	53.2	59.8	62.0	65.6	64.8	64.6	63.9	62.4	54.6	52.4	59.1
1936	53.5	54.2	58.2	60.3	65.4	65.2	65.8	66.9	67.1	62.0	54.4	48.2	60.1
1937	41.8	49.4	55.0	55.4	58.8	65.0	64.2	63.0	64.0	61.8	56.5	51.8	57.2
1938	50.7	52.0	53.4	56.0	58.3	61.2	62.8	63.6	63.0	60.4	53.4	52.2	57.2
1939	49.3	49.3	53.6	58.8	61.4	61.6	63.8	63.4	69.4	62.8	55.2	51.4	58.3
1940	51.6	54.4	57.5	59.6	60.0	62.6	64.8	64.0	66.2	62.2	54.5	52.6	59.2
1941	51.8	54.2	57.2	55.4	63.0	63.4	66.6	66.0	66.2	62.0	57.0	53.2	59.7
1942	50.5	51.0	53.1	54.2	57.2	61.4	64.6	64.3	62.2	59.8	52.2	48.1	56.6
1943	47.8	52.2	54.2	56.0	61.2	62.0	65.1	64.8	66.0	60.4	54.7	49.8	57.8
1944	48.0	48.4	52.4	52.7	59.7	61.5	63.6	63.4	64.6	60.4	51.6	49.4	56.3
1945	44.9	50.2	48.6	53.8	57.3	63.8	65.2	62.9	64.6	60.7	52.9	49.4	56.2
1946	46.0	46.2	50.2	54.0	57.8	61.4	64.8	63.8	63.9	57.9	51.0	48.1	55.4
1947	42.8	50.8	54.6	57.2	61.1	65.2	63.7	64.0	63.4	61.4	49.6	47.2	56.8
1948	47.8	47.0	48.9	55.7	56.6	62.0	64.1	65.1	62.6	56.4			
1949	41.3	48.0	54.6	62.1	63.4	68.4	68.5	67.9	68.7	59.9		47.8	
1950	44.3	47.9	49.9	56.4	57.2	61.4	64.1	67.3	64.5	60.5	57.7	53.2	57.1
1951	47.8	49.1	52.3	53.9	59.1	61.9	64.5	64.0	64.3	60.3	54.0	47.6	56.5
1952	46.6	49.7	50.5	55.3	59.3	60.3	66.4	63.9	65.7	61.7	52.0	49.4	56.7
1953	51.0	49.4	51.1	53.9	57.8	60.8	65.5	64.2	67.5	59.2	55.6	50.0	57.2
1954	48.4	50.4	50.2	57.1	59.7	63.2		63.1	64.1			47.4	
1955		47.7	51.2			61.5		63.9	63.6				
1956		46.8	50.3	54.2		64.3		64.6		59.8			
1957	45.2			57.4	59.9		66.4			62.0			
1958	49.8	55.2		54.8		65.4		67.8	68.3	63.9	56.5	53.0	
1959	51.1	50.7	55.5	59.1	59.3	62.7	65.0	66.5	64.8	64.2	53.2	48.0	58.3
1960	47.3	50.5	54.9	56.9	58.4	67.8	66.2	65.7	64.5	60.2	52.8	48.1	57.8
1961	46.8	53.3	53.0	56.7	56.9	65.5	68.2	67.0	65.9	61.5	53.9	47.6	61.4

FREMONT, CALIFORNIA

Total Precipitation (Inches)

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ann'l
1931	4.13	1.48	.79	.35	1.54	.33	0	T	T	.14	2.29	6.15	17.20
1932	2.05	3.12	.51	.31	.38	.01	T	0	T	T	.30	2.49	9.17
1933	5.11	.43	1.96	.16	.80	.01	0	0	T	.43	.01	2,84	11.75
1934	.71	2.86	T	.30	.50	.55	0	0	.50	.44	2.31	2.78	10.95
1935	3.74	.60	2.92	3.18	.10	T	T	.32	T	.94	.23	1.36	13.39
1936	1.89	5.86	1.12	.84	.22	.12	.03	0	0	.54	.01	3.13	13.76
1937	3.13	3.60	5.64	.77	T	.18	0	0	0	1.06	2.22	2.90	19.50
1938	1.79	7.16	4.89	1.44	T	0	0	0	.01	1.13	.81	2.12	19.35
1939	2.34	2.11	1.68	.17	.47	T	0	T	.57	1.19	.21	.56	9.30
1940	6.96	6.94	3.87	.37	.16	0	0	0	.18	.58	.91	6.39	26.36
1941	5.24	4.93	3.18	3.28	.60	.01	T	T	0	.99	1.04	5.61	24.88
1942	5.44	2.49	1.32	2.37	1.20	0	T	T	.12	1.14	2.71	2.08	18.87
1943	3.87	2.40	2.43	1.45	T	.01	0	T	T	.51	.77	1.35	12.79
1944	1.99	5.88	.63	.67	.60	.23	0	0	0	1.19	3.56	2.07	16.82
1945	.44	3.22	3.34	.27	.43	0	0	0	0	1.08	1.96	3.57	14.31
1946	1.43	1.80	1.95	0	.76	0	.22	0	.10	.10	2.36	2.40	11.12
1947	.61	1.73	2.51	.20	.46	.11	0	0	0	2.72	1.09	.94	10.37
1948	.42	1.58	2.82	3.28	.31	.64	0	0	0	.59	.17	3.10	12.91
1949	.97	2.45	4.33	0	.19	.01	.03	.08	T	.26	1.22	1.67	11.21
1950	5.18	1.49	1.76	.96	.15	0	.03	0	.05	1.36	3.15	4.19	18.32
1951	2.42	1.88	1.83	.75	.41	.04	0	.01	T	.86	3.14	6.44	17.78
1952	6.63	1.15	4.00	1.38	.04	.17	0	0	T	.05	2.29	6.05	21.76
1953	2.02	0	.93	1.23	.63	.16	0	.12	.02	.25	1.77	1.04	8.17
1954	2.42	1.37	2.84	.74	.16	.29	0	0	0	.06	1.20	2.97	12.05
1955	4.44	1.75	.17	.87	.80	0	0	0	.01	0	1.29	8.04	17.37
1956	6.16	.97	.04	1.35	.83	0	0	0	.25	.69	.02	.32	10.63
1957	2.31	1.96	1.63	1.26	2.38	0	0	0	.25	1.61	.51	3.34	15.25
1958	4.27	5.53	4.45	3.23	.63	.10	.02	0	.05	.04	.16	.85	19.33
1959	2.78	3.26	.30	.06	T	0	0	T	2.61	.05	0	1.24	10.30
1960	5.33	3.41	.98	.93	.45	0	T	T	.02	.17	3.82	1.15	16.26
1961	3.36	1.12	1.92	.82	.74	.18	0	.09	.30	.05	2.95	.91	12.44

STATION HISTORY

Weather records in the Fremont, Newark, Alvarado area were started on August 1, 1924. The first station was located 1½ miles west of Alvarado at the plant of the Continental Salt and Chemical Company. Instrumentation included the complete set of climatological and evaporation equipment, and Mr. H. W. Bartlett served as observer. The station operated, however, only until December 31, 1925.

On February 17, 1926, the station was reestablished at the Leslie Salt Company plant, 2 miles south of the earlier location, or 3 miles southwest of Alvarado. Mr. Louis Meyer served as observer, and the record continued until April 18, 1942.

Equipment was moved on April 20, 1942 to the Leslie plant 0.8 miles southeast of Newark and approximately six miles southeast of the former location. Various employees of the salt company served as observers. Among the names appearing on the record are: Mr. Bond, Mr. Silva, Mr. Steele, and Mr. McGrew. Others have also undoubtedly helped maintain the record during this period.

These observers and the companies they represent, have made valuable contributions to the climatological knowledge of this area. Their regular observations of temperature and precipitation data in good weather and bad has made possible the present summary. To them we offer our sincere thanks.

Max R. McDonough
Assistant State Climatologist

FREEZE PROBABILITIES

Probability of receiving freezing Temperatures after given date in Spring of before given date in Fall.

Season and Temperature		Percentage Probability 10%	20%	30%	40%	50%	60%	70%	80%	90%	Growing Season
Spring	28°	2/11	2/1	1/24	1/13	1/5	1/1	#	#	#	360
Fall	28°	12/13	12/21	12/30	*	*	*	*	*	*	
Spring	32°	3/27	3/15	3/6	2/25	2/19	2/12	2/4	1/27	1/15	293
Fall	32°	11/17	11/24	11/30	12/4	12/9	12/14	12/19	12/26	*	

Earlier than 1/1.

* Later than 12/31.

Recipes

TO HELP YOU DISCOVER THE EXTRA PLEASURE OF

MEATS WITH WINE

YOU KNOW how certain foods just naturally pair off to make *extra* eating pleasure: Ham and eggs, apple pie and cheese, pork and beans. It's the same way with *meat* and *wine*.

As you savor meat balls you've cooked in Burgundy or veal you've simmered in Sauterne, you discover an entirely new appreciation of food flavors. And you realize you've been missing something! *The magic of meat with wine!*

You'll find that wine's magic with meat can work in two ways . . . as a *seasoning* with the meat, and as the finest of all *beverages* to enjoy with meat. So when you've used part of a bottle of red or white table wine in cooking meat, serve the rest of that same bottle with the meal.

Try the recipes given here. Then experiment with wine cookery on your own. It's fun! And you and your family will be delighted with the marvelous new flavor you've discovered in old favorite dishes. Good eating!

THE FINE WINES OF CALIFORNIA

When you shop for wines, look for "California" on the label. The wines of California are made entirely from the pure juice of fresh ripe grapes. They rank in quality among the world's finest, yet cost so little you can use them often . . . to make your cooking more flavorful, your eating more enjoyable.

WINE-BAKED HAM

Bake half a ham cut-side down in open pan in slow oven (275° F.) allowing 30 minutes per pound. Remove skin, score fat. Spread with a mixture of ½ cup brown sugar and 1 tbsp. cornstarch; stick with whole cloves. Place fat-side up in pan; surround ham with canned cling peach halves. Pour 1 cup California Muscatel wine over ham and peach halves; bake in moderately hot oven (375° F.) for 30 minutes, or until glazed, basting frequently with the wine in the pan.

PORK CHOPS WITH SPICY PRUNES

20 prunes
20 whole cloves
4 lean pork chops
Salt, pepper
1 medium-sized onion, minced
½ cup California Burgundy wine*
1 tbsp. lemon juice
1 tsp. cornstarch
1 tbsp. cold water

Rinse prunes and stick each with a clove. Sprinkle chops with salt and pepper and brown on both sides in a heavy skillet, using a little fat trimmed from chops, or bacon drippings. Add onion; cover and cook over low heat a few minutes. Pour wine and lemon juice over chops. Add prunes, cover and cook, closely covered, over very low heat 1 hour. Take up chops and prunes. Stir cornstarch blended with water into liquid in pan, and cook and stir until thickened. Pour over chops and serve at once. Serves 4.

*Or California Claret, Zinfandel or other red table wine.

• • •

LIFT FOR STEW

A simple stew takes on an out-of-this-world flavor when a cup of California table wine is used in place of 1 cup of the water. Red table wine goes best in beef stew. Lamb and veal stew take kindly to the white table wines.

CURRIED LAMB SHANKS

4 tbsps. oil
4 lamb shanks
4 tbsps. flour
1½ tsps. curry powder
1 cup water
1 cup California Sauterne wine*
Salt, garlic salt and pepper to taste
1 onion, thinly sliced

Heat oil in a large, heavy skillet with a tight-fitting lid; add lamb shanks and brown slowly on all sides. Remove lamb shanks from pan. Add flour and curry powder to drippings and blend well; add water and wine; cook, stirring constantly, until mixture is thickened and smooth; season to taste. Return lamb shanks to pan; add onion; cover tightly and simmer gently for 1½ hours, or until meat is tender. Serve with rice. Serves 4.

*Or California Rhine Wine, Chablis or other white table wine.

HAWAIIAN TURBANS

1 (12 oz.) can luncheon meat
4 slices canned pineapple
4 medium-sized sweet potatoes, cooked, peeled, and halved lengthwise, or 8 canned sweet potato halves
½ cup brown sugar
1 tbsp. cornstarch
⅛ tsp. salt
1 cup pineapple juice
¼ cup California Sherry wine
2 tbsps. butter or margarine

Cut loaf of luncheon meat lengthwise into 4 slices; arrange in a shallow baking pan. Top each slice of meat with a ring of pineapple; top pineapple with 2 sweet potato halves. Mix sugar, cornstarch and salt. Heat pineapple juice to boiling; stir slowly into combined dry ingredients; cook over low heat, stirring constantly, until mixture boils and thickens, then continue cooking for 2 or 3 minutes, or until sauce is clear. Remove from heat and add Sherry and butter. Pour sauce over and around the "turbans". Bake in a moderately hot oven (375° F.) for about 40 minutes, basting frequently with the sauce. Serves 4.

ITALIAN STYLE
WITH CALIFORNIA WINE
EES VERRA GOOD!

NORTH BEACH MEAT BALLS

Sauce:

1 large onion, chopped
1 green pepper, chopped
1 clove garlic, chopped
2 tbsps. bacon drippings or other fat
2 tbsps. flour
1 (No. 2½) can tomatoes
1 cup beef stock or canned or bouillon-cube broth
½ cup California Burgundy wine*
1 bay leaf, crumbled
Pinch each of thyme and marjoram
1 tbsp. sugar
Salt and pepper to taste

Sauté onion, green pepper and garlic gently in bacon drippings for 5 minutes. Blend in flour; add tomatoes, stock and wine; cook, stirring constantly, until mixture boils. Add seasonings. Cover and simmer gently for 1 hour, stirring occasionally. Meantime, prepare Meat Balls as follows:

Meat Balls:

1 lb. ground beef
¼ cup fine dry bread crumbs
1 egg, well beaten
¼ cup milk
1 small onion, finely chopped
¼ cup chopped parsley
½ tsp. powdered sage
1 tsp. salt
¼ tsp. pepper
Corn meal

Combine all ingredients except corn meal, mixing well. Take up mixture by teaspoonfuls and shape into small balls. Roll balls in corn meal. When sauce has cooked 1 hour, add meat balls. Cover and continue simmering for 45 minutes, stirring very gently several times to prevent meat balls from sticking to bottom of pan.

Cook 1 pound spaghetti in boiling salted water until tender; drain. Place spaghetti on a platter; pour meat balls and sauce over it. Sprinkle with grated Parmesan cheese, and serve additional Parmesan cheese separately. Serves 6 to 8.

*Or California Claret, Zinfandel or other red table wine.

BURGUNDY POT ROAST

5 pounds beef chuck, rolled and tied
Flour
Salt and pepper
2 tbsps. bacon drippings or other fat
1 (8 oz.) can tomato sauce
1 cup California Burgundy wine*
½ cup finely chopped onion
½ cup finely chopped celery
¼ cup finely chopped parsley
¼ tsp. oregano
¼ tsp. sweet basil

Dredge meat with flour seasoned with salt and pepper. Heat bacon drippings in Dutch oven or other heavy kettle; brown meat slowly on all sides. Add all remaining ingredients; season to taste with salt and pepper. Cover and simmer gently 3 to 4 hours, or until meat is tender, turning meat occasionally.

Make gravy as follows: Measure liquid in kettle and add water if necessary to make 4 cups; heat to boiling. Blend ¼ cup flour with ½ cup cold water to make a smooth paste; stir slowly into boiling liquid; cook, stirring constantly, for 2 or 3 minutes. Thin with a little additional water, if desired. Taste and add salt and pepper, if necessary. Serve piping hot. Serves 8.

*Or California Claret, Zinfandel or other red table wine.

BRAISED LIVER IN WHITE WINE

1½ lbs. beef or pork liver, sliced thin
1 cup California Sauterne wine*
Flour, salt, pepper
¼ cup bacon drippings or other fat
Pinch of thyme
½ cup water

Wash liver. Let stand in wine for an hour. Pour off wine, reserving for later use. Dredge liver in seasoned flour. Brown on both sides in hot fat in heavy skillet. Add wine and a sprinkling of thyme. Cover and simmer for 10 minutes. Add water and continue simmering for 20 minutes, or until tender. Serves 6.

*Or California Rhine Wine, Chablis or other white table wine.

LIVIA'S VEAL SCALLOPINI

2 lbs. veal roundsteak, sliced thin
Flour, salt, pepper
4 tbsps. oil
2 cups California Sauterne wine*
2 cups mushrooms or peas

Cut meat into 2-inch pieces. Dredge in flour, salt and pepper and sauté very slowly in oil until golden brown. Remove veal to Dutch oven or heavy kettle. Add wine to skillet. Cook for 1 minute over high heat; pour over meat. Cover and simmer 1 hour. Add mushrooms or peas during last half hour of cooking. Serves 6.

*Or California Rhine Wine, Chablis or other white table wine.

FRANKFURTERS AND SAUERKRAUT

3 tbsps. butter or margarine
1 medium-sized onion, finely chopped
1 apple, peeled, finely chopped
1 (No. 2½) can sauerkraut, well drained
1⅓ cups California Sauterne wine*
½ cup water
2 tbsps. brown sugar
Salt and pepper to taste
1 lb. frankfurters

Melt butter in large, heavy skillet; add onion and apple; sauté slowly until onion is yellow. Add drained sauerkraut, 1 cup of the wine, water, brown sugar, salt and pepper; mix well with a fork. Cover and simmer gently for 1 hour, stirring occasionally. Arrange frankfurters on top of sauerkraut; add remaining ⅓ cup wine. Cover and simmer 15 minutes longer. Serves 4.

*Or California Rhine Wine, Chablis or other white table wine.

• • •

CHEF'S TIP

Marinate the less expensive cuts of meat in red or white table wine for several hours or overnight. The result is more *tender* meat, wonderfully flavored meat at budget prices. Marinating in wine does grand things for venison, too.

TURKEY with wine

WESTERN BARBECUED TURKEY

- 1 turkey (4 to 6 lbs., ready-to-cook weight), cut in pieces for serving
- 1 cup catsup
- 1¼ cups water
- ½ cup California Burgundy wine*
- 1 tbsp. wine vinegar
- ½ cup butter, margarine or oil
- ½ cup minced onion
- Grated garlic or garlic powder to taste
- 2 tsps. Worcestershire sauce
- 1 tbsp. sugar
- 2 tsps. paprika
- ½ tsp. salt (or to taste)

Place turkey, skin side down, in a roasting pan. Combine remaining ingredients; heat to boiling; pour over turkey. Cover and bake in a moderately hot oven (375° F.) 1 hour, basting occasionally. Remove cover and turn turkey skin side up. Continue baking, uncovered, about ¾ to 1¼ hours, or until turkey is tender, basting and turning turkey occasionally. (Thin sauce with more wine if necessary.) Serves 4 to 6.

*Or California Claret, Zinfandel or other red table wine.

TURKEY A LA QUEEN

- 4 tbsps. butter or margarine
- 5 tbsps. flour
- 1 cup evaporated milk
- 1 cup turkey or chicken broth or canned or bouillon cube chicken broth
- ⅓ cup California Sherry wine
- ½ cup grated Cheddar cheese
- ½ tsp. Worcestershire sauce
- Dash of mace
- Salt and pepper to taste
- 2 cups diced, cooked turkey
- 1 (4 oz.) can mushroom stems and pieces, drained
- 1 canned pimiento, chopped

Melt butter and stir in flour; add milk and broth; cook, stirring constantly, until mixture boils and thickens. Add wine and cheese; stir over low heat until cheese melts. Season; add turkey, mushrooms, pimiento. Heat, serve in patty shells or with rice. Serves 4 to 5.

Wine Advisory Board, 717 Market St., San Francisco

E 2 W

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN TELEG

BR 16 1242P CST

VESTERN UNION TELEGRAM

FREMONT, CALIF.

WESTERN UNION TELEGRAM

FREMONT, CALIF.

MONEY IN A HURRY
TO SEND IT...
OR GET IT
Telegraph it!
QUICK AND SAFE.
ECONOMICAL...NO RED TAPE

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

WESTERN UNION TELEGRAM

B0A329 KC120

K HTA040 DL PD HASTINGS NEBR 16 1242P CST

BURDETTE WILLIAMS

.CHAPEL OF THE PALMS FREMONT CALIF

WE OFFER TRIBUTE TO THE LONG AND FRUITFUL LIFE OF A NOBLE MOTHER WHOSE BEAUTY OF CHARACTER AND PURITY OF HEART WERE AN INSPRIATION TO ALL WHO HAD THE PRIVILEGE OF KNOWING HER. OUR DEEPEST SYMPATHY AND GRATITUDE FOR THE BLESSING OF HER PRESENCE

HAYES AND RUTH FUHR.

1057A PST FEB 16 61

A Gift in Memory of

Eva Williams

has been made by

Dwight & Harriett Thornburg

to the

Organ Memorial Fund

of the

Centerville Presbyterian Church

Signed D. Thornburg

Treasurer

A Gift in Memory of

Eva Williams

has been made by

Clint & Bernadine Sparks

to the

Organ Memorial Fund

of the

Centerville Presbyterian Church

Signed D. Thornburg

Treasurer

Williams Will Give City Land

FREMONT — Adding still another chapter to the saga of the Hub and the historical park, W. Burdette Williams former owner of the land said this morning that he would donate one acre to city if the developer would agree.

Williams, absent from the city during most of the prolonged hassle over the disposition of a section of the development which contains an old carriage house, a tank tower and his home along with several valuable trees, told the NEWS REGISTER this morning that if Hap Smith, developer of the Hub would

with Mayor Parry and City Manager Howard Reese as we were directed to do by the council last night we will also meet with Mr. Williams and see if something satisfactory to all concerned cannot be worked out. I for one am most hopeful and optimistic that a solution may be found," Rhodes said.

City Manager Howard Reese was attending a meeting and unavailable for comment.

31

2 Spring Garden
House

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STIPULATIONS

Williams said he hopes to be able to confer with Smith over the matter at the soonest possible date.

He said he will stipulate that the acre contain the carriage house and an ancient buckeye tree standing nearby.

Gene Rhodes, Fremont attorney representing Smith said that Smith is most anxious to cooperate with the community.

VERY IMPRESSED

"We are very much impressed with the sincerity of those who desire to retain the historical character of the area. After Mr. Smith and I meet with Mayor Parry and City Manager Howard Reese as we were directed to do by the council last night we will also meet with Mr. Williams and see if something satisfactory to all concerned cannot be worked out. I for one am most hopeful and optimistic that a solution may be found," Rhodes said.

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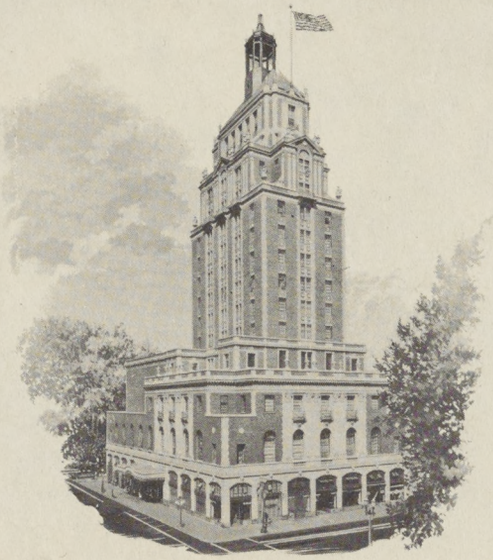
Williana
Spring Garden House
Sacramento



HUDSON 4-3143

B. P. O. ELKS No. 6

ELKS' TEMPLE
11th & J STREETS
SACRAMENTO 14, CALIFORNIA

October 1, 1951

Dear Mr. Williams:

The officers of your lodge are receiving many inquiries concerning Elks' Hall Association stock still in the hands of our members. Most inquirers seek information as to the lodge's policy in acquiring ownership of outstanding shares.

At present No. 6 owns somewhat more than 55 per cent of all stock in the Association, and it is our goal to eventually attain 100 per cent ownership of stock in our Temple. The means by which we have acquired the 55 per cent already owned are set forth below in a) and b). Please read carefully.

a) Heirs have petitioned the lodge for payment to them the value of stock held by deceased members, and all funds for this purpose are derived from initiation fees. We have now redeemed, at face value, all claims for such payments that were presented up to and including the year of 1947.

b) By Direct Donation. Through this method the lodge actually buys the stock from a proposed donor, paying him $1 per share, thus effecting a legal purchase by the lodge to establish unquestioned ownership, and at the same time provide the seller with a legitimate claim for loss deduction on his reportable income tax, this amounting to a considerable saving, especially when several shares are involved.

Your committee believes there are many brothers and friends who would like to "donate" their stock to the lodge, as all such donations are inscribed in the minutes of our regular lodge meetings, and names of the donors will be engrossed on a permanent plaque that is to be placed in the club room. Thus members and friends whose generous gestures have aided our lodge in moving another step toward absolute ownership of our Temple are appropriately recognized before our lodge so that all may know their names. We sincerely hope for a liberal response to this plea.

Should further information be desired, either myself or other members of the committee will do our best to see that you are fully advised.

Sincerely and fraternally

Jack Kincaid
Exalted Ruler

J. FRED MISPLEY, P.E.R.
FRANK A. LAFFERTY, Trustee
E. R. ANDERSON, Secretary
Committee on Stock Ownership

JACK A. KINCAID
EXALTED RULER

E. R. ANDERSON
SECRETARY

ALBERT J. WICHERT
LEADING KNIGHT

FRANK J. LUTTIG
LOYAL KNIGHT

FORREST JACK BEEMAN
LECTURING KNIGHT

FRANK A. LAGOMARSINO
ESQUIRE

DELL WINN
INNER GUARD

F. O. ST. DENIS
TILER

CHARLES C. GEIGER
TREASURER

FRANK CONNORS
CHAPLAIN

JOHN BLAKKOLB
ORGANIST

TRUSTEES
FRANK A. LAFFERTY
HARRY C. WHITE, JR.
LOUIS B. STOBER
PER W. A. CALLISTER
PER W. L. DUPEN, JR.

FRANK C. BOTTARO
JR. PAST EXALTED RULER

CALIFORNIA STATE LIFE INSURANCE COMPANY

SACRAMENTO

J. ROY KRUSE
PRESIDENT
S. E. SIMMONS, M.D.
VICE PRES. & MED. DIRECTOR
C. E. McLAUGHLIN
VICE PRES. & GEN. COUNSEL
HAROLD H. BUCKMAN
VICE PRES. & ACTUARY
H. C. BOTTORFF
COMPTROLLER & TREASURER
R. N. GRISWOLD
ASSOCIATE ACTUARY
ARTHUR LUDDY
SECRETARY
H. H. BRYSON
ASSISTANT SECRETARY
C. O. BROWN
ASSISTANT SECRETARY

March 9, 1931

41960 Date of Issue March 14, 1925

Annual Premium $41.80

ks Hall Association has been carrying on
policy as described above. It has been
best interests of the Association to sur-
s anniversary date, March 14, 1931.
the policy on the said date is $107.00.
is letter is to advise you of the facts
ou desire to take over this policy your-
ment to the Sacramento Elks Hall Associa-
stated above. If this is done the policy
and you could change the beneficiary to

the policy it will also be necessary for
remiums beginning with March 14, 1931,
t for you to pay the annual premium on that
of premiums may be changed to semi-annual
(52% of the annual) or quarterly (26½% of the annual), in accordance

FREMONT LODGE No. 2121
BENEVOLENT AND PROTECTIVE ORDER OF ELKS

DATE		ACCT. No.	AMOUNT
12-31-65	Refund of Affiliation fee.	Cap.	10.00

FREMONT LODGE NO. 2121
797-2121

ATTACHED CHECK IS PAYMENT IN FULL FOR ABOVE LISTED ITEMS
DETACH BEFORE DEPOSITING

ZP-6

FREMONT LODGE No. 2121

BENEVOLENT AND PROTECTIVE ORDER OF ELKS

DATE		ACCT. No.	AMOUNT
12-31-65	Refund of Affiliation fee.	Cap.	10.00

FREMONT LODGE NO. 2121
797-2121

ZP-6

ATTACHED CHECK IS PAYMENT IN FULL FOR ABOVE LISTED ITEMS

DETACH BEFORE DEPOSITING

CALIFORNIA STATE LIFE BUILDING
SACRAMENTO

CALIFORNIA STATE LIFE INSURANCE COMPANY

SACRAMENTO

J. ROY KRUSE
PRESIDENT
S. E. SIMMONS, M. D.
VICE PRES. & MED. DIRECTOR
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SECRETARY
H. H. BRYSON
ASSISTANT SECRETARY
C. O. BROWN
ASSISTANT SECRETARY

March 9,1931

Mr. Wendell B. Williams
Centerville
California

Dear Mr. Williams:

Re: Policy Number 41960 Date of Issue March 14,1925

Amount $2,500 Annual Premium $41.80

The Sacramento Elks Hall Association has been carrying on your life a life insurance policy as described above. It has been decided that it is for the best interests of the Association to surrender this policy as of its anniversary date, March 14,1931. The cash surrender value of the policy on the said date is $107.00.

The purpose of this letter is to advise you of the facts and also to state that if you desire to take over this policy yourself you may do so upon payment to the Sacramento Elks Hall Association of the cash value as stated above. If this is done the policy would be delivered to you, and you could change the beneficiary to someone dependent upon you.

If you take over the policy it will also be necessary for you to assume payment of premiums beginning with March 14,1931, and if it is not convenient for you to pay the annual premium on that date the method of payment of premiums may be changed to semi-annual (52% of the annual) or quarterly (26½% of the annual), in accordance

with the provisions of the policy.

If it is not convenient for you to pay the cash surrender value to the Association at this time the Company will make this payment for you, upon your signing a policy loan agreement, the loan to be secured by the policy. If loan is made, interest at 6% for one year must be paid in cash, in addition to payment of the premium as outlined above. This loan can be repaid to the Company at any time, either in installments or in one sum. When repayment is made, any unearned interest will be refunded to you by the Company.

The advantage to you in taking over this policy is, that for payment of the cash surrender value you procure a policy issued at the premium rate for your age at the time the policy was issued, which, of course, is much lower than the rate at which you could procure insurance at this time.

It is necessary that we have your decision on this matter by March 14,1931, as, if the policy is not taken over by you at that time, it will be surrendered and the cash surrender value paid to the Association. Due to the circumstances regarding this matter, this is the only notice which it will be possible for us to send you.

If there is any further information which you desire, we will be glad to give it to you upon request.

Yours very truly,

Arthur Priddy

Secretary.

No. 10777 2- Fee $ 3.20

COMPARED

DEED OF TRUST

SACRAMENTO REAL ESTATE BOARD
STANDARD FORM.

INDEXED

W.B. WILLIAMS and
SADIE WILLIAMS, his wife,

Trustor

E A Root Recorder

By P. T Rogers Deputy Recorder

REAL ESTATE - RENTS - INSURANCE

Elliott & Huston

1010 8th STREET, SACRAMENTO, CAL.

(2)

this is a continuation of picture
No 1. on Spring Garden ranch.

10777 2-

No. Fee $ 3.20

DEED OF TRUST

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INDEXED

W.B. WILLIAMS and
SADIE WILLIAMS, his wife,

Trustor

E.P. HUSTON and
M.L. DAVIESS

Trustee

MARY A. BOSTWICK

Beneficiary

CANCELLED

Dated June 17th, 19 36

Recorded at the request of
SACRAMENTO ABSTRACT AND TITLE CO.
on the 15 day of July
19 36 at 3 hours and 31
minutes 8 M., in Book 579 of
Official Records, at page 131 Records of
Sacramento County.

C A Root Recorder

By P. T Rogers Deputy Recorder

REAL ESTATE - RENTS - INSURANCE

Elliott & Huston

1010 8th STREET, SACRAMENTO, CAL.

When recorded mail to

ELLIOT & HUSTON

A.—TO PROTECT THE SECURITY OF THIS DEED OF TRUST, TRUSTOR AGREES:

First:—That any and all plumbing and plumbing fixtures, hot water heaters, furnaces, heating appliances, wiring, gas and electric light fixtures and equipment, chandeliers, ventilating equipment, wall and door beds, shade and curtain fixtures, awnings, venetian shades, window screen, linoleum, sprinklers and sprinkling systems and equipment, refrigerators (built in), pumps, pump houses, engines, motors, pumping machinery, electric switches and electrical equipment, flumes, pipes and pipe lines, now installed on said real property or which may hereafter be installed thereon, and all replacements, repairs or additions thereto are hereby declared to be a part of the real property described in this Deed and subject thereto.

Second:—To keep said property in good condition and repair; not to remove or demolish any building thereon; to complete or restore promptly and in good and workmanlike manner any building which may be constructed, damaged or destroyed thereon and to pay when due all claims for labor performed and materials furnished therefor; to comply with all laws affecting said property or requiring any alterations or improvements to be made thereon; not to commit or permit waste thereof; not to commit, suffer or permit any act upon said property in violation of law; to cultivate, irrigate, fertilize, fumigate, prune and do all other acts which from the character or use of said property may be reasonably necessary, the specific enumerations herein not excluding the general.

Third:—To keep all buildings and improvements now or hereafter situated upon said premises insured against loss by fire to the amount of their full insurable value and against other casualties to such extent and amount as Beneficiary may from time to time designate, all of which insurance shall be written by companies satisfactory to and approved by Beneficiary under policies containing appropriate provisions for the payment of all losses under such insurance to Beneficiary.

Fourth:—To appear in and defend any action or proceeding purporting to affect the security hereof or the rights or powers of Beneficiary, or Trustee; and to pay all costs and expenses, including cost of evidence of title and attorney's fees in a reasonable sum, in any such action or proceeding in which Beneficiary or Trustee may appear.

Fifth:—To Pay: at least ten days before delinquency all taxes and assessments affecting said property, including assessments on appurtenant water stock; when due, all incumbrances, charges and liens, with interest, on said property or any part thereof, which appear to be prior or superior hereto; all costs and expenses paid or incurred by Trustee or Beneficiary in the searching or checking of taxes, street assessments, irrigation taxes, and similar liens; all costs, fees and expenses of this trust.

Should trustor fail to make any payment or to do any act as herein provided, then Beneficiary or Trustee, but without obligation so to do and without notice to or demand upon Trustor and without releasing Trustor from any obligation hereof, may: make or do same in such manner and to such extent as either may deem necessary to protect the security hereof, Beneficiary or Trustee being authorized to enter upon said property for such purposes; appear in and defend any action or proceeding purporting to affect the security hereof or the rights or powers of Beneficiary or Trustee; pay, purchase, contest or compromise any incumbrance, charge or lien which in the judgment of either appears to be prior or superior hereto; and, in exercising any such powers, pay necessary expenses, employ counsel and pay his reasonable fees.

Sixth:—To Pay immediately and without demand all sums so expended by Beneficiary or Trustee, with interest from date of expenditure at seven per cent per annum.

B.—IT IS MUTUALLY AGREED THAT:

First:—The Beneficiary or Trustee may enter the premises and inspect the same at any time during the existence of the trust hereby created.

Second:—Beneficiary may without notice to or consent of Trustor extend the time of payment of any indebtedness secured hereby to any successor in interest of the Trustor without discharging the Trustor from Liability thereon.

Third:—Any award of damages in connection with any condemnation for public use of or injury to said property or any part thereof is hereby assigned and shall be paid to Beneficiary who may apply or release such moneys received by him in the same manner and with the same effect as above provided for disposition of proceeds of fire or other insurance.

Fourth:—By accepting payment of any sum secured hereby after its due date, Beneficiary does not waive his right either to require prompt payment when due of all other sums so secured or to declare default for failure so to pay.

Fifth:—At any time or from time to time, without liability therefor and without notice, upon written request of Beneficiary and presentation, if required by trustee, of this Deed and said note for endorsement, and without affecting the personal liability of any person for payment of the indebtedness secured hereby, Trustee may: reconvey all or any part of said property; consent to the making of any map or plat thereof; join in granting any easement thereon; or join in any extension agreement or any agreement subordinating the lien or charge hereof.

Sixth:—Upon written request of Beneficiary stating that all sums secured hereby have been paid, and upon surrender, if required by the Trustee, of this Deed and said note to Trustee for cancellation and retention and upon payment of Trustee's fees, Trustee shall reconvey, without warranty, the property then held hereunder. The recitals in such reconveyance of any matters or facts shall be conclusive proof of the truthfulness thereof. The grantee in such reconveyance may be described as "the person or persons legally entitled thereto."

Seventh:—Upon default by Trustor in payment of any indebtedness secured hereby or in performance of any agreement hereunder, all sums secured hereby shall immediately become due and payable at the option of the Beneficiary.

Upon such default, the Trustee and Beneficiary, or either or both of them, each in his own discretion, may, without notice to or demand upon Trustor, and without releasing Trustor from any obligation hereof, and without thereby curing or waiving any default or notice of default or invalidating any act done pursuant to such notice, enter upon and take possession of said premises, or any part thereof, either personally or by a Receiver appointed by a Court therefor and exclude Trustor therefrom, and use, operate, manage and control said property and conduct the business thereof and perform such acts as may be necessary or proper to conserve the value thereof, and, with or without entering into such possession, collect and receive the rents, issues and profits and the income therefrom (which rents, issues and profits and incomes are hereby assigned, effective upon any such default on the part of Trustor, to Beneficiary) and apply the same in the manner hereinafter specified in respect to the proceeds of the sale of said premises; and also exercise such other powers in respect to said premises as such Court may direct. All expenses incurred in connection with the foregoing shall be deemed to be a portion of the expense of this trust and secured hereby.

At least three months having elapsed after recordation of a notice of default, Trustee shall give notice of sale as then required by law, and, without demand on Trustor, shall sell said property at the time and place of sale fixed by Trustee in said notice of sale, either as a whole or in separate parcels and in such order as Trustee may determine, at public auction to the highest bidder for cash in lawful money of the United States, payable at time of sale. Trustor hereby waives the provisions of Section 694 of the Code of Civil Procedure of the State of California or other provisions of law permitting Trustor to direct the order in which said property shall be sold. Trustee may postpone sale of all or any portion of said property by public announcement at such time and place of sale, and from time to time thereafter may postpone such sale by public announcement at the time fixed by the preceding postponement. Trustee shall deliver to the purchaser his deed conveying the property so sold, but without any covenant or warranty, express or implied. The recitals in such deed of any matters or facts shall be conclusive proof of the truthfulness thereof. Any person, including Trustor, Trustee, or Beneficiary, may purchase at such sale. The Trustee in conducting said sale may act personally, or through any auctioneer, agent or Attorney-at-Law.

After deducting all costs, fees and expenses of Trustee, and of this Trust, including cost of evidence of title and reasonable counsel fees in connection with sale, Trustee shall apply the proceeds of sale to payment of: All sums expended under the terms hereof, not then repaid, with accrued interest at seven per cent per annum; all other sums secured hereby; and the remainder, if any, to the person or persons legally entitled thereto.

Eighth:—Beneficiary may at any time by instrument in writing appoint a new trustee in place of any trustee named herein and/or new trustees in the place of both trustees named herein, which instrument, executed and acknowledged by said Beneficiary, and recorded in the office of the Recorder of the County in which the property herein described is situated, shall be conclusive proof of the proper substitution of such trustee or trustees who shall have all the estate, powers and duties of said Trustee predecessor.

Ninth:—Trustee is not obligated to notify any party hereto of pending sale under any other Deed of Trust, or of any action or proceeding in which Trustor, Beneficiary or Trustee shall be a party unless brought by Trustee.

Tenth:—This Deed applies to, inures to the benefit of, and binds all parties hereto, their heirs, legatees, devisees, administrator, executors, successors and assigns. The term Beneficiary shall include not only the original Beneficiary hereunder but also any future owner and holder, including pledgees, of the note secured hereby. In this Deed of Trust, whenever the context so requires, the masculine gender includes the feminine and/or neuter, and the singular number includes the plural.

It is understood that this deed of trust is a first deed of trust on the within described property.

IN WITNESS WHEREOF, the Trustor has executed these presents, the day and year first above written.

W B Williams

Sadie Williams

State of California, }
County of Sacramento. } ss.

On June 17, 1936, before me, Clare Webster,

a Notary Public in and for said County and State, personally appeared W.B. Williams and Sadie Williams, his wife,

known to be to be the persons whose names are subscribed to the within instrument, and acknowledged that they executed the same.

Clare Webster

Notary Public in and for the County of Sacramento, State of California.

My Commission expires April 5th, 1939.

This Deed of Trust, made this 17th day of June , 19 36,

between

W.B. WILLIAMS and SADIE WILLIAMS, his wife,
- herein called TRUSTOR, and

E.P. HUSTON and M.L. DAVIESS - - - - - - - - - - - - - - - - - - -

herein called TRUSTEE, and

MARY A. BOSTWICK -
- herein called BENEFICIARY.

WITNESSETH: That Trustor GRANTS to TRUSTEE, as joint tenants, IN TRUST WITH POWER OF SALE, that real property in the City of Sacramento , County of Sacramento, State of California, described as:

The West 1/2 of Lot 4 in the block bounded by L and M and 17th and 18th Streets of the City of Sacramento, according to the official plat thereof.

For the purpose of securing payment of the indebtedness evidenced by a promissory note, of even date herewith, in the sum of $ 6000.00- - - - - - - - - - - - - - - - **and additional sums and interest thereon which may hereafter be loaned to the Trustor by the Beneficiary, and the performance of each agreement herein contained.**

Application No.....

Assignment of Indebtedness Secured by Deed of Trust

Notice is hereby given that MARY A. BOSTWICK

the beneficiary under that Deed of Trust executed by W. B. WILLIAMS, and SADIE WILLIAMS, his wife,

to M. L. DAVIESS AND E. P. HUSTON as Trustees

for said beneficiary, which Deed of Trust is dated June 17, 1936

and was recorded July 15, 1936

in Volume 579 of Official Records at page 131

Sacramento County Records, given to secure the payment of a promissory note for

the sum of $ 6000.00 and interest, has ENDORSED, ASSIGNED AND TRANSFERRED and

does hereby ASSIGN AND TRANSFER to COLLEGE INVESTMENT COMPANY, a corporation,

all right, title and interest in said note and all rights accrued or to accrue under said Deed of Trust.

In Witness Whereof, the undersigned has hereunto set her hand this 8th day

of May 19 37.

Mary A. Bostwick

Application No.....

Assignment of Indebtedness Secured by Deed of Trust

Notice is hereby given that MARY A. BOSTWICK

the beneficiary under that Deed of Trust executed by W. B. WILLIAMS, and SADIE WILLIAMS, his wife,

to M. L. DAVIESS AND E. P. HUSTON as Trustees

for said beneficiary, which Deed of Trust is dated June 17, 1936

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does hereby ASSIGN AND TRANSFER to COLLEGE INVESTMENT COMPANY, a corporation,

all right, title and interest in said note and all rights accrued or to accrue under said Deed of Trust.

In Witness Whereof, the undersigned has hereunto set her hand this 8th day

of May 19 37.

Mary A. Bostwick

.....

.....

State of California,
County of Sacramento } ss.

On this 8th day of May, in the year of our Lord One Thousand Nine Hundred and Thirty-seven, before me, META RHEA a Notary Public in and for said County of Sacramento State of California, residing therein, duly commissioned and sworn, personally appeared.

MARY A. BOSTWICK

known to me to be the person described in and whose name is subscribed to the within instrument and acknowledged to me that she executed the same.

In Witness Whereof, I have hereunto set my hand and affixed my official Seal at my office in said County of Sacramento the day and year in this certificate first above written.

Meta Rhea

Notary Public in and for said County of Sacramento, State of California.

My Commission expires August 4, 1940.

8688 (1) COMPARED 1/00

INDEXED

Assignment of Indebtedness Secured by Deed of Trust

MARY A. BOSTWICK

—TO—

COLLEGE INVESTMENT COMPANY

Dated May 193 7.

RECORDED AT REQUEST
CAPITAL CITY TITLE COMPANY
MAY 10 1937 at 3 hour
36 min. P M., in book 627
Official Records page
371 Sacramento County Records
Recorder
Deputy

2744

CAPITAL CITY TITLE CO.
801 J STREET
SACRAMENTO, CALIFORNIA
PHONE CAPITAL 2424

California Pacific Title Insurance Company

148 Montgomery Street, San Francisco

2303 Broadway, Redwood City — 66 North First St., San Jose

BRANCH AND ASSOCIATED OFFICES

Alameda County
Oakland Title Insurance and Guaranty Company
Fifteenth at Franklin St., Oakland

Contra Costa County
Richmond-Martinez Abstract & Title Company
Escobar and Las Juntas Sts., Martinez

Marin County
San Rafael Land Title Company
581 Fourth Street, San Rafael

Monterey County
Monterey County Title and Abstract Company
16 West Gabilan St., Salinas

Santa Clara County
California Pacific Title & Trust Company
66 North First St., San Jose

Santa Cruz County
California Pacific Title Company
12 Cooper Street, Santa Cruz

San Joaquin County
Stockton Abstract and Title Company
22 South San Joaquin St., Stockton

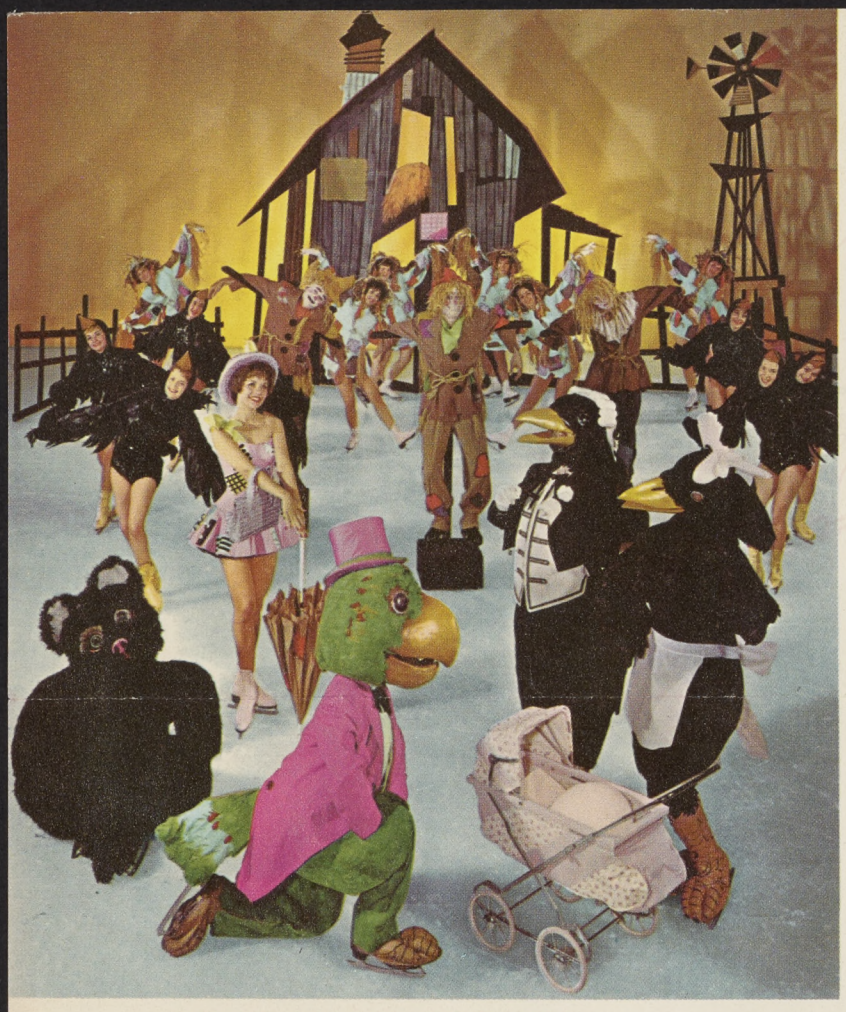
San Mateo County
California Pacific Title & Trust Company
2303 Broadway, Redwood City

Sonoma County
Sonoma County Land Title Company
211 Exchange Ave., Santa Rosa

Sacramento County
Capital City Title Company
914 7th Street, Sacramento

Return to Wright-Kimbrough

Fritz Willis



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ICE FO

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World Champi

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INA BAUER
LESLEY GOODWIN
MR. FRICK
THE JACOBYS
LEE CARROLL
WALL & DOVA
THE BEATTYS
KERMOND BROS.
JANET CHAMPION
CAROL CAVERLY
FRANK CARROLL
BETTY JEAN CLARK
MELDRUM TWINS
BARBARA MYERS
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THE SCARECROWS

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$2.50 - $2.00
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WINTERLAND
SAN FRANCISCO 15, CALIFORNIA
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PLEASE ENCLOSE STAMPED, SELF-ADDRESSED ENVELOPE FOR IMMEDIATE RETURN OF TICKETS!

ENCLOSED IS (CHECK ☐ MONEY ORDER ☐) TOTALING $_____ IN PAYMENT FOR _____ SEATS AT $_____ EACH

SPECIFY EVENING . . . ☐ SUN. 1:30 ◯
SAT. 2:30 MAT. . ◯ SUN. 5:30 ☐

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NAME _____ (PLEASE PRINT) ADDRESS _____ (PLEASE PRINT)

CITY AND ZONE NUMBER _____ PHONE _____

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W.B.WILLIAMS
P.O.BOX 426
IRVINGTON,CALIF.

57

w. williams of irvington calif.

In the main even
decision to Ray
tournament in the
for he carried the fig
pretty even fight of it

In the third round though
Heiji Shimabukuro, looki
Kawamura of Japan at the
through an easy, third round

Although the fight was railed at
likely to be fighting at 119, the w

Born:
Birthplace:
Hometown: Sydney,
Height: 5' 1" / 155cm
Boxing Record: click

Amateur Achie

- 1956 Olympic Ga
- 1957 International
- 1958 National AAU

Olympic games result

1956 (as a flyweight)

- Defeated Frantisek Majdloch (Czechoslovakia) PTS
- Lost to Mircea Dobrescu (Romania) PTS

C 822

1946 Hawaii

after

Tsunami at Hilo

HOTEL MIRAMAR

In the main event, the one-man Okinawa team, Hidehiro Toyoshi-ma, a flyweight, lost a decision to Ray Perez, member of the U.S. Olympic team and champion, at the Seattle tournament in the division. Toyoshima perhaps gained some stature in losing, however, for he carried the fight to Perez all the way, a dangerous thing to do, and actually made a pretty even fight of it for the first round and a half.

In the third round though, Perez landed several hard hooks and insured a victory. Heiji Shimabukuro, looking faster and hitting harder than ever, dropped speedy Tadao Kawamura of Japan at the end of the. second round, opening an old cut, and waltzed through an easy, third round to a decision in the semifinal.

Although the fight was railed at 112 lbs., you never know with Heiji, since he's just as likely to be fighting at 119, the weight in which he took the title at Seattle.

w.b. williams of irvington calif.

sponsered an olympic boxer "ray perez" flyweight representing the great state of hawaii, 1956

~~Ray Perez~~

Jump to: navigation, search

Name: Ray Perez
Born: 1939-01-28
Birthplace: Honolulu, Hawaii, USA
Hometown: Sydney, New South Wales, Australia
Height: 5' 1" / 155cm
Boxing Record: click

Amateur Acheivments

- 1956 Olympic Games Quarterfinalist in the Flyweight Class
- 1957 International Diamond Belt Champion (Seattle)
- 1958 National AAU Champion (Boston)

Olympic games results

1956 (as a flyweight)

- Defeated Frantisek Majdloch (Czechoslovakia) PTS
- Lost to Mircea Dobrescu (Romania) PTS

Ray PEREZ

Biography

Ray Perez continued to compete as an amateur after the 1956 Olympics, winning the 1957 International Diamond Belt and the 1958 AAU Championship. He turned professional in July 1958, winning his first bout against Charlie Wong by a second-round knockout. In May 1962 Perez won the US professional flyweight title by KO'ing Ray Pachecho in the 12th round. In January 1963 he again defeated Pachecho, this time by TKO in the 8th, to win the North American flyweight crown. Perez later moved to Australia and settled there for the rest of his life, continuing to box. In 1969 he challenged Ken Bradley for the Australian featherweight title but a 15-round draw allowed Bradley to retain the crown. Perez fought his last professional fight in April 1970, losing a 10-round decision to Toro George.

Center for Labor Education & Research, University of Hawaii - West Oahu: Honolulu Record Digitization Project

Honolulu Record, Volume 10 No. 3, Thursday, August 15, 1957 p. 4

back

"Fists Across Sea" Brings Fans In Droves; Formosa, Japan Teams Score

By Staff Writer

Not only does it seem to generate all manner of international good will for the nationals of various countries travelling to and fro to bust one another in the snoot. It also pays profits because the boxing fans turn out in droves to see the genial bloodshed and the good will and everything.

The "Fists Across the Sea" match Monday night was the biggest kind of success. Nobody had seen, anything like it since Frankie Fernandez was in his prime. The boxing fans flooded into the Civic Auditorium, 4,134 of them, and paid $6,179.50 into the tills of that establishment to see the boxing teams of China, Japan and Okinawa compete against the local boys.

Both Chinese and Japanese teams showed well against assorted local amateurs, the Chinese winning four and losing three, the Japanese whining two and losing three. Hawaii won seven and lost six.

Trend Toward Condominium Community Apartments and The Ilikai Complex

Presentation by

CHINN HO
PRESIDENT, CAPITAL INVESTMENT CO., LTD.
Honolulu

to

THE JAPAN TOP MANAGEMENT CONFERENCE GROUP ON REAL ESTATE
HONOLULU, HAWAII

●

Sponsored by

CITY BANK OF HONOLULU
SEPTEMBER 14, 1962

TO THE MEMBERS OF THE JAPAN TOP MANAGEMENT CONFERENCE GROUP:

The subjects assigned to me today are "Trend Toward Condominium Community Apartments and the Ilikai Apartment-Hotel Complex." These subjects of multiple interests will be covered to the extent compatible to time limitations as allocated.

Condominium represents the most convenient, the most practical, and the latest concept in the ownership of cooperatives or community apartments today versus the so-called conventional stock ownership plan. Legal recognition, tax assessor recordation, and ultimate national uniformity will eventually be the final product. In reviewing the historical development of cooperatives, mutuals, or community apartments, we find that basically the move to cooperatives in any form of human endeavor, as we can all appreciate today, has been the result of natural and instinctive reaction to social and practical economic necessity. As far back as the Roman Empire and even to the Stone Ages, cooperative shelter was necessary, not only for economics but for security. England enacted a law regulating mutual home ownership as early as 1841.

Recent years have brought about such radical changes in living conditions that the urge and tendency have been toward the modern apartment for both the rich and those of moderate means. The acute scarcity of domestic help, increased taxes, and increased cost in maintenance and repair has become an irksome burden to many. These, added to the problems of unavailability of land areas due to the growth of cities and increases in population, have created a favorable climate for continued accelerated growth in cooperative housing, particularly apartments. It is reasonable to expect continued growth of cooperatives considering economic realities and tax advantages which give participants the same advantages to individual home owners and pay both psychological and actual dividends.

Under the influence of competition among developers, the product and terms and conditions of financing and management will continue to be upgraded. This will reflect greater values and more real home comfort per dollar invested than is presently available under any other plan.

With such a fertile potential, it is vitally important that financial institutions, all government agencies, and developers recognize their respective responsibili-

ties and give combined active support to a national program for sound practices in financing and planning for the co-op of tomorrow.

The conventional method of holding interests in cooperative apartments in the United States is ownership of stock carrying with it a right to lease a particular part of the building. Management is in the hands of a board of directors elected by the stockholders or under a trustee agreement.

Ownership may also become a form of co-tenancy, with each owner having an undivided interest in the whole, subject to some lease or legal arrangement for the exclusive use of the portion of the property.

The third type of ownership is condominium or horizontal or space subdivision. This may be done in one of three ways:

1. ***The Lease Method.*** A lease is given by the builder for space above certain horizontal planes of specified elevations, or of designated floors or portions thereof. Specific reservations may be made by the builder, and easements are granted by him for supporting columns and foundations.

2. ***Fee Simple Title.*** This involves a grant in fee simple of title to all of the space between certain horizontal planes over a piece of real property, adaptable to garden-type apartments or cottages.

3. ***Subdivision Plat.*** Three-dimensional plats are used to describe property, and fee simple title is granted to the space-lot so described, adaptable particularly to multi-story apartments.

Briefly, "Condominia" is a Latin term, still used in the civil law of the European and South American countries, referring to types of ownership which are less than the whole, "Dominica."

It is an adaptation of real property law to ownership of separate portions of multi-storied buildings by statute which provides the mechanics and facilities for formal filing and recordation of a divided interest in real property, where the division is vertical as well as horizontal. Individually described "space lots" may be encumbered with mortgage or deed of trust, foreclosure of which has no effect upon other space lots. The owner of the space lot may even receive a separate assessment for real property taxes. Management and maintenance of the portion of the building subject to common usage may be placed in the hands of a manager or trustee.

It is apparent and obvious that in condominium or space subdivision, the concept of cooperatives recognized formally nearly 100 years ago in the United States has reached maturity. European countries have adopted it. Latin American countries, particularly Brazil, have accepted it. Puerto Rico has encouraged it by legislation. California has adopted it in practice in part administratively.

Hawaii in recent sessions has enacted laws to give condominium legal recognition and, no doubt, these laws will be further streamlined to requirements to bring cooperatives to the highest level of maturity in development with opportunities for economic ownership and legal protection to all concerned.

Quoting "Business Week" on August 25, 1962 on Condominium—

"HYBRID CO-OP IS LATEST TWIST IN HOUSING . . . An idea borrowed from the ancient Romans is the newest twist in housing — the condominium apartment.

"The condominium is a cross between a cooperative apartment and privately owned home. You actually own—with a title deed to show for it—your own individual apartment. The 'common areas' of the building—halls, lobby, and so on—belong jointly to you and other apartment owners.

"There's much excitement about this new concept in urban living. There are already eight condominium apartment buildings in Puerto Rico. And construction plans call for new condominiums in Chicago, San Francisco, Miami, Tucson, Ft. Lauderdale, and Hawaii.

"IT'S FINANCED IN SAME WAY AS A PRIVATE HOME . . . Like a co-op owner, the condominium owner pays a monthly maintenance charge—but only for his share of maintaining the common areas. So the charge will be considerably less than the monthly bill in a co-op—which includes taxes and mortgage interest on the building as a whole.

"The condominium owner separately pays interest charges on his own mortgage and real estate taxes on his apartment, assessed individually.

"In both instances, of course, taxes and interest are tax-deductible.

"Since the condominium owner buys his apartment on his own, he has freedom to negotiate his own mortgage terms—perhaps with a large down payment

to reduce interest charges. Or he could choose to speed up the payments and retire the mortgage early. In a co-op, there is no such flexibility.

"YOU CAN SELL IT IN THE OPEN MARKET... Another advantage is that the condominium owner doesn't have to worry about shouldering a share of the charges for any vacant apartments in the building —sometimes a burden in co-ops during a recession.

"The most shining virtue of the condominium, though, is that it's a concrete piece of real estate—salable on the open market, at a possible profit. Making a profit on a co-op sale is often difficult, since the corporation usually has first choice or approval rights on the buyer.

"What's more, outright ownership of the apartment gives you complete freedom to do what you want with it—without an O.K. from all the neighbors. A co-op dweller, of course, is still largely a tenant, under a proprietary lease, owning shares in the building corporation.

"So far, the condominium is being used mainly in middle-income housing—with $25,000 the top price. With a $22,500 mortgage, monthly charges would run roughly $125 to $175—including charges for common areas, mortgage interest, and taxes.

"This gives you an idea of what to expect when the condominium arrangement goes into effect in upper-bracket buildings."

The Ilikai Community Apartment-Hotel is the largest single unit community apartment in the world. It is located at the immediate boundary of Waikiki and Downtown Honolulu. The land area is 125,000 sq. ft. valued at over $30.00 per sq. ft. The apartment purchasers own the land in fee. The building will consist of 2 parking levels of 550 parking stalls, 1,056 apartment-hotel units on 25 apartment floors, and approximately 35,000 sq. ft. of commercial area. The tenants will be serviced by 5 high-speed passenger elevators, 2 service elevators, and an additional shaft for future expansion. It will have safety pedestrian over-passes over the Yacht Basin Road to boating and swimming facilities. The construction time is 19 months, commencing January 27, 1962, with scheduled completion date on October 1, 1963. The total cost of the project, land and building, is over $20,000,000.00. Pre-stressed concrete piling alone, totaling approximately 46 miles by length, cost approximately $1,250,000.00. The density permitted for the land area is greater than nor-

mal, but was granted by reason of the unique location of the property, flanked by an unusually wide highway and the unobstructed expanse of the Yacht Basin, as well as mutual exchanges of rights by our granting to the State approximately 20,000 sq. ft. of land for road and public easements valued in excess of $800,000.00.

Of the 1,056 apartment units, there remain approximately 400 one-bedroom units of 620 sq. ft. each, inclusive of lanai, priced at around $21,000.00 to be sold. All two-bedroom units have been sold and resales have been noted at a premium of $3,000.00 to $8,000.00, depending on its location. The audited allocation of our estimated maintenance cost, inclusive of PABX telephone service, electricity, property taxes, security guard, adequate reserve for maintenance and repair, etc., is approximately $58.00 per month for one-bedroom units and approximately $102.00 per month for two-bedroom units. A fair and reasonable land valuation per apartment unit is $4,000.00 to establish a selling quotation of approximately $27.00 per sq. ft. for first-class, pre-stressed reinforced steel improvements together with other fringe benefits. On account of the location and fee simple status of the property and the standard of structure, it is difficult to establish comparative statistics, but it is reasonable to state that the maintenance cost is about the lowest in the field in Hawaii and that maximum value has been obtained per investment dollar. These advantages have been possible on account of the volume and size.

The project originally was financed on a conventional basis as a matter of convenience and expediency with purchasers of apartments retaining an undivided interest in the land, exclusive use of an apartment and right to use with other apartment owners general common elements, subject to the master mortgage. Under this arrangement Capital Investment Company, Limited, guarantees payment of the master mortgage and delivery of free and clear title upon full payment by the purchasers so as to give them added security. Today, with legal recognition given to condominium by the State of Hawaii, it is anticipated that before the completion of the Ilikai Apartments, the mortgagee, Equitable Life Assurance Society of the United States, and mortgagor, Ilikai, Incorporated, will have formalized arrangements for the conversion of this conventional arrangement to that of condominium. This conversion may be gradual for tax reasons. Equitable Life has been generously cooperative and sympathetic to effect this conversion.

The arrangements at the Ilikai on account of its size are unique in that 300 apartment units have been set aside for hotel and transit business as well as executive suites. This arrangement will insure effectiveness of management in the overall and will provide the desired service to individual apartment owners who elect to rent their apartments during certain seasons. In view of the volume of human traffic to be generated from one focal point, effective economics and services can be provided in the areas of recreational and transportation facilities and those areas requiring professional guidance.

I have reference to yachting and boating facilities, manned by high level, maintenance staff on a cooperative basis, car pool and car rental, maid service, a program on arts and crafts, and many other personal and professional services good and effective management can perform.

The Ilikai covers an area of approximately 3 acres with 4 additional adjacent acres to be developed as the "Ilikai Complex" in the future with a commercial building for international trade headquarters and supplemented by economy hotel units to accommodate visitors and travellers from abroad, particularly those of the Pacific. They will be headquartered in an area with an atmosphere which we can truly call "International—Where East Meets West."

As I have outlined briefly the reasons for the "Trend Toward Condominium Community Apartments" in the first part of this address, the Ilikai Community Apartment-Hotel Complex in its present and future development reflects this trend of community living and integrated planning of a mutually cohesive complex. Ilikai represents in practice and actuality our confidence in this fertile potential to meet the social, economic and psychological needs of our society.

CHINN HO

House to Be storic Park

SOUTHERN ALAMEDA COUNTY NEWS

Oakland Tribune

ESTABLISHED FEBRUARY 21, 1874 • OAKLAND, CALIFORNIA

WEDNESDAY, APRIL 24, 1963 DA★ 15

Tribune photo by Art Vergati

CHADBOURNE CARRIAGE HOUSE WILL BE FOCAL POINT OF NEW PARK

City officials decided to establish park in central business district

developer could have integrated it in his plans.

"In the future," Steel told his colleagues, "we should let the developer know well in advance what our plans are — before he spends millions for development."

City Mgr. Howard Reese said the developer knew as far back as 1959 that the city wanted the

the historic atmosphere as an

PIZZA HUT
BANK OF FREMONT

Chadbourne House to Be Saved as Historic Park

FREMONT — The city will have a one-acre park in the center of its proposed $100 million downtown business district after all.

The council Tuesday night reversed its previous action which would have abandoned the historic 127-year-old Chadbourne House in favor of 250 parking spaces to serve the adjoining Hub shopping center.

At the same time, councilmen in a 3-2 vote rejected an offer of Hap Smith, developer of the center, for a half-acre "monument" park devoid of a cluster of historical buildings and a rare buckeye tree some 400 years old.

TWO DISSENT

Councilmen John L. Stevenson and Geoffrey Steel dissented. Steel scored the city as "derelict in its handling of the matter."

He held that the city should have been more emphatic in the past about wanting the Chadbourne site for a park so the developer could have integrated it in his plans.

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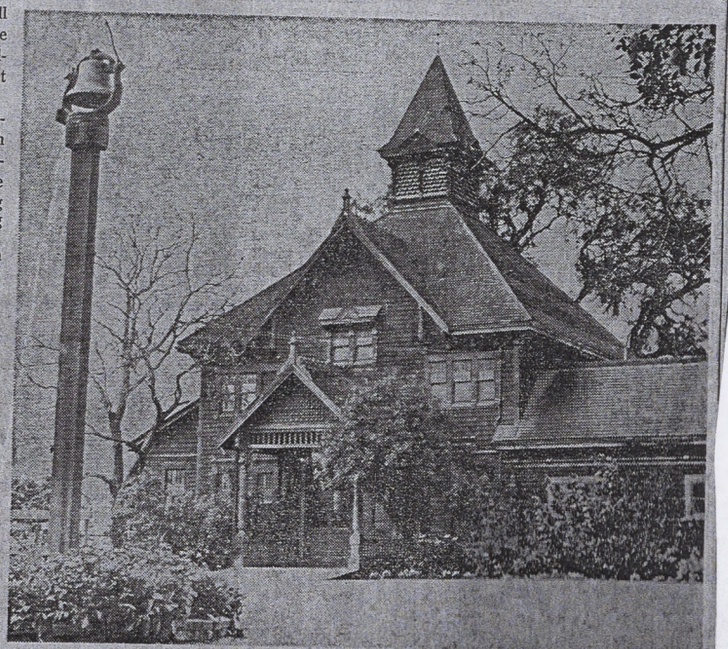
City Mgr. Howard Reese said the developer knew as far back as 1959 that the city wanted the



Tribune photo by Art Vargas

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what our plans are — before he spends millions for development."

City Mgr. Howard Reese said the developer knew as far back as 1959 that the city wanted the land for a park. Smith's attorney, Gene Rhodes, denied this.

More than 150 persons, many of them from outside Fremont, jammed the council chambers to hear the controversial issue.

SCHOLARLY LECTURE

Before voting, councilmen received a scholarly lecture from John Winslow, assistant professor of geography and anthropology at Alameda County State College, on the desirability of preserving the grounds.

He warned councilmen against getting caught up in the "bulldozer psychosis, a compulsion to change the landscape, which results in a cancerous growth called slurbs."

"Slurbs" he defined as a sort of sloppy suburbia.

Philip Gordon, president of the Fremont Nature Conservation Society, said the city has "taken a positive step forward."

Mrs. Diane Wood, a Hayward mother who said she is thinking of moving to Fremont, declared:

NEVER ANY LOSS

"There's never been any money lost in preserving sites like this. You can always put in asphalt and parking spaces, but once an historical site is destroyed, it's gone forever."

Both Steel and Stevenson warned the council reversal would lead to lengthy and expensive litigation with Smith. Smith said later it is too early to talk about lawsuits.

He added: "I spend $10 million here and do I get any consideration? No!"

He said his offer of a half-acre is reasonable and that he would intended to foot the bill for developing and maintaining the park, including in it as much of the historic atmosphere as possible.

Councilman Donald Dillon, who voted against saving the grounds two weeks ago, joined Mayor Jack Parry and councilman Carl P. Martineau in the affirmative vote.

Dillon said he favored a site larger than the half-acre offered.

The matter came before the council on a use permit Smith is seeking so he can develop the remaining 30 acres in his center.

Smith holds an option on the site from its current owner, W. Burdette Williams.

On the Chadbourne grounds south of Mowry Ave. and Fremont Blvd. are a century-old carriage house, a stand of pepper and oak trees, a water tower and a house containing the walls of an adobe building erected in 1836 by Spanish governor Pio Pico.

CHADBOURNE CARRIAGE HOUSE WILL BE FOCAL POINT OF NEW PARK

Tribune photo by Art Vargas

City officials decided to establish park in central business district

Decoto Will Seek Site for New School

UNION CITY — Decoto Elementary School District trustees Tuesday night directed Supt. Harold Schoenfeld to negotiate for an elementary site in the new Seven Hills development, east of Mission Blvd.

The board said the site must be a minimum of eight acres and should be on the outskirts of the first units of the tract.

The site will be the first of several needed in the five-square-mile development area recently annexed to the city.

43

FREMONT, ALAMEDA COUNTY, CALIFORNIA, WEDNESDAY, APRIL 24, 1963 10c Per Copy 5 PAGES

ets Council Approval

t Develop Park Site

Historians in Try To Save Old Ranch

FREMONT—The Washington Township Historical Society today urged the City Council to reverse a City Planning Commission action which would spell doom to the historic Chadbourne Ranch property.

The historical society recommendation was contained in a letter from its president, George A. Coit, which will be considered by the council at its 7:30 p.m. meeting today.

Coit said that while it apparently was financially impossible for the city to maintain the entire 2½-acre property, "the society hopes that the council will take steps to hold a minimum of one-quarter or one half acre of the property."

'CARRIAGE HOUSE'

Cout said society officials believed that the carriage house could be preserved and converted into an edifice known as

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The letter also refuted a statement by one councilman that he doubted the historical significance of the Chadbourne site.

CITES RECORDS

Declared Coit: "The historical society has records of undisputed authenticity regarding this property whose history began only a few years after the founding in 1797 of the Mission San Jose de Guadalupe."

Coit referred to an 1865 record of land grants recently acquired by the society which shows the site, with its old adobe, water tank and carriage house, was founded 127 years ago by early California Spanish Governor Pio Pico, who in turn sold it to another titled Spanish governor, Don Juan B. Alvarado.

Coit said that while it apparently was financially impossible for the city to maintain the entire 2½-acre property, "the society hopes that the council will take steps to hold a minimum of one-quarter or one half acre of the property."

'CARRIAGE HOUSE'

Cout said society officials believed that the carriage house could be preserved and converted into an edifice known as "The Carriage House." He said it could be used as a restaurant, a pancake house or a museum.

The Hapsmith Co., developers of the Hub Shopping Center, which abuts the Chadourne site, has an option to purchase the land from iits current owner, W. Burdette Williams.

Hapsmith wants to clear the site for 250 parking spaces to serve the shopping center. The Planning Commission agrees.

The council has slated a full-scale hearing on the matter for April 23. A score of individuals and civic organizations said they will oppose abandonment of the site at that time.

The Chadbourne site is in the geographic center of Fremont's $100-million downtown business district at the corner of Mowry Avenue and Fremont Boulevard.

Arroyo High to Hold Junior Prom Friday

SAN LORENZO—The Arroyo High School junior prom, "Soiree Enchantee," will be held from 9 p.m. to 1 a.m. Friday in the gym.

The evening will be highlighted by crowning of Bonnie Mann as the junior class queen.

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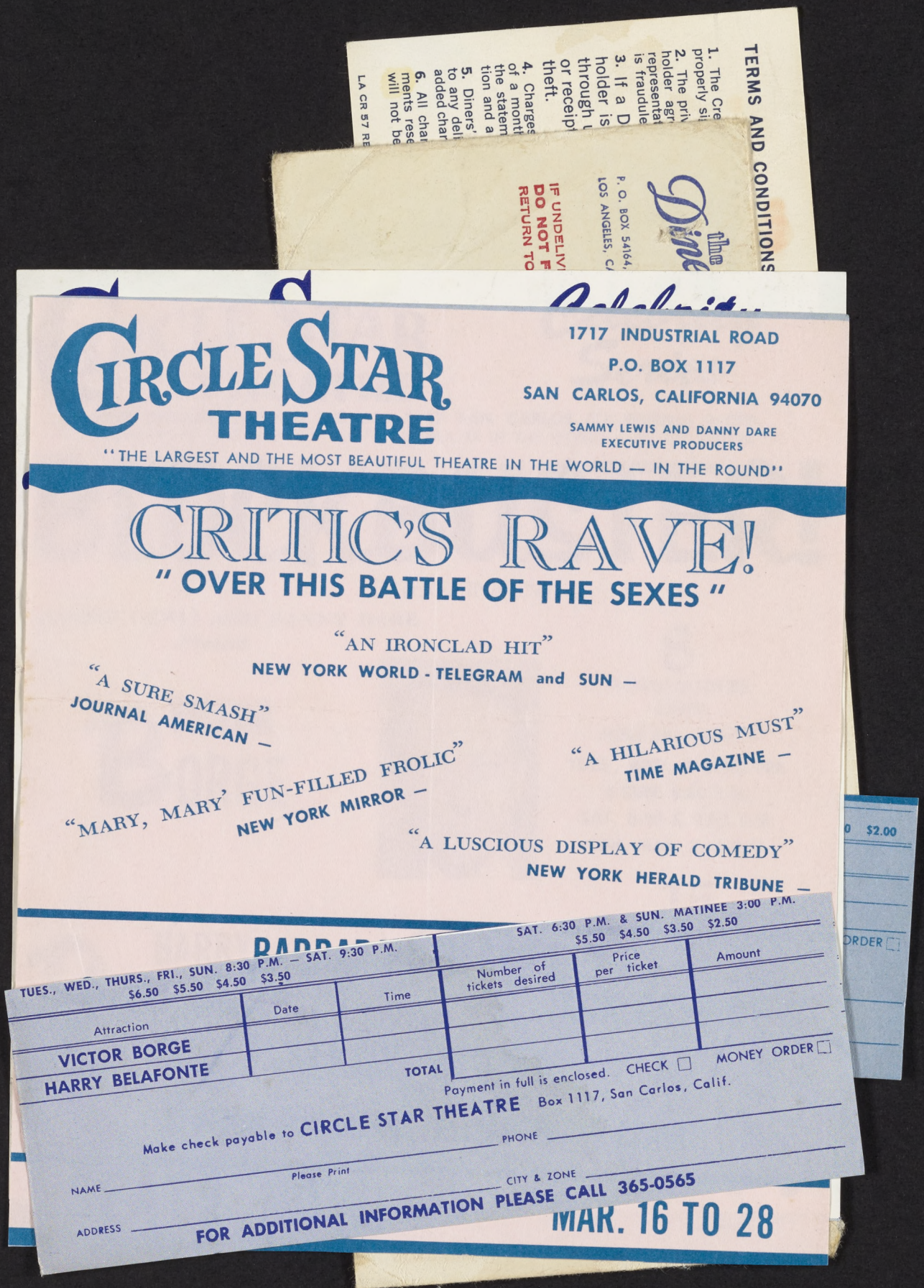

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"MARY, MARY"					
		TOTAL			

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ith respect to other multiple card accounts, such as family acits, the holder of an additional card on the account and the individual account holder authorizing its issuance are jointly and severally bound by the foregoing terms and conditions and assume joint and several responsibility for all purchases until the expiration of the card or its return to the Diners' Club.

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THE GROUND-BREAKING CEREMONIES

FOR THE

FREMONT HUB SHOPPING CENTER

AT THE CORNER OF FREMONT BLVD. AND MOWRY AVE.

FREMONT, CALIFORNIA

SEPTEMBER 6, 1961 AT 10:30 A. M.

9808 WILSHIRE BLVD. BEVERLY HILLS, CALIFORNIA

pany. (NEWS REGISTER Photo)

F R E M O N T C A L I F O R N I A

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THE MAN WHO OWNED THE LAND—When a shopping center is opened the forgotten man or men are usually those who owned the land upon which it is built. At Thursday's opening of the HUB one of the honored guests at the ceremonies was W. Burdette Williams (l) who owned the 60 acres at the intersection of Fremont Blvd. and Mowry Ave. where the HUB is being built. Williams farmed the land for many years before he sold it. Center is HUB developer Hap Smith and right is Frank J. Lodato of Palo Alto, whose Sutter Hill Company purchased land from Williams and resold it to the Hapsmith Company. (NEWS REGISTER Photo)

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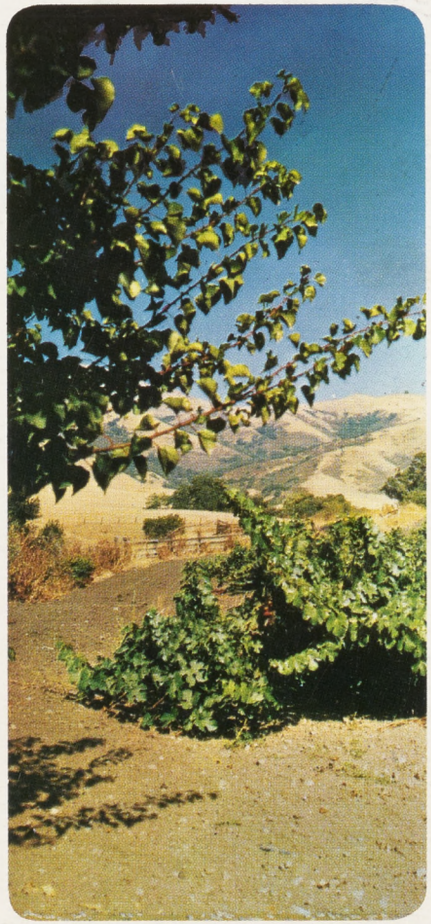

FREMONT, CALIFORNIA

Peralta Park

PERALTA PARK, FREMONT'S MOST CENTRALLY LOCATED COMMERCIAL DEVELOPMENT . . .

Offering buildings for administrative offices or individual financial and executive suites. Located amidst broad thoroughfares with all utilities underground, planned landscaping encompassing the buildings and plazas—and yet within a block of the central traffic arteries of Fremont.

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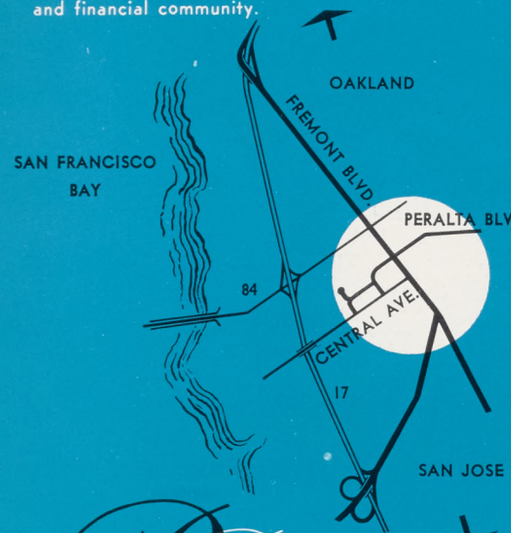

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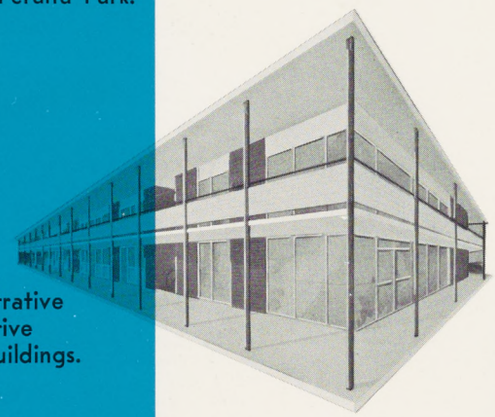
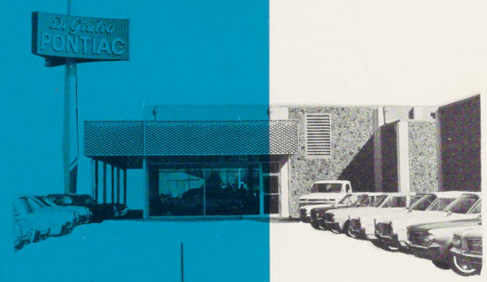
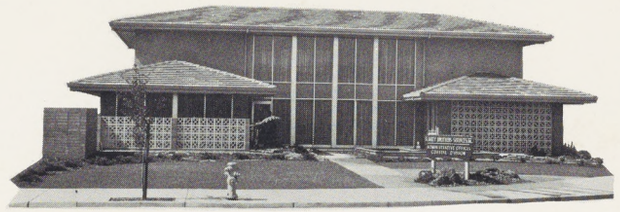
. . . with many more companies presently scheduled to locate here. Peralta Park incorporates a financial and administrative district with an automotive dealership and service area, which includes Di Giulio Pontiac, Mezzetti Volkswagen, British Motor Cars of America, car wash and allied automotive services, combining functional design and operation within a landscaped park setting, for one of the best planned, most beautiful automotive centers in America. Numerous other commercial centers are scheduled to be built in Peralta Park.

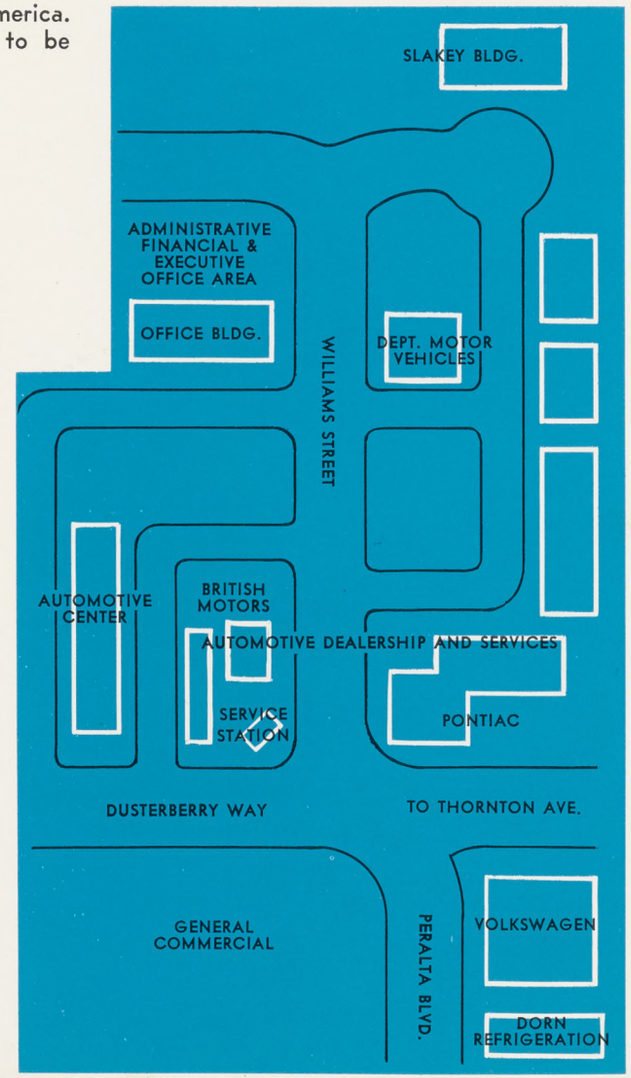


Administrative & executive office buildings.



Bill Williams, builder, developer and general contractor, has guided BOOTH ENTERPRISES' activities in land developing, building and leasing of commercial buildings and suites.





Fremont

We in Fremont extend to you an invitation . . . an invitation to learn more about our community through this brochure . . . and an invitation to visit Fremont and learn to know us personally. Fremont is a young city, incorporated in January, 1956. Our incorporation was effected by a realization that our historically rural character would soon disappear with the rapid growth of the San Francisco Bay Area and that the inevitable force of growth and development should be planned. We wanted to have some say about our own community destiny.

The years that have passed since our incorporation have confirmed the wisdom of our founding fathers. The growth and development has materialized. Urbanization is upon us.

However, we are still an infant. We will continue to grow. The potential for making this a truly outstanding community is challenging and exciting . . . and certain.

We would like to invite you to become a part of the unlimited future in Fremont.

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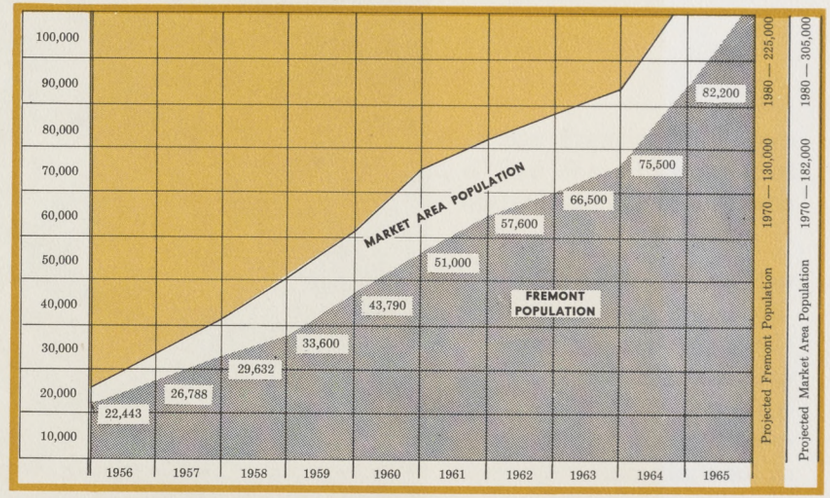
Facts and Figures

Population:	82,200 (March, 1965)
Area:	96 square miles (fourth largest city area in California)
Location:	Southern Alameda County on east side of San Francisco Bay; 36 miles from San Francisco, 25 miles from Oakland; 15 miles from San Jose.
Climate:	"Temperatures in Fremont are equable throughout the year. Maximum readings average only 77 and minimums about 38, with afternoon minimums about 58. Precipitation is relatively light, averaging only 15 inches per year." (U. S. Weather Bureau.)
Elevation:	Most between 50-100 feet
Schools:	38 elementary schools, 2 junior high schools and 4 high schools within Fremont Unified School District. Many excellent universities, colleges and junior colleges within short driving distance.
Medical Facilities:	1 hospital and 5 private convalescent hospitals, 70 physicians and surgeons, 27 dentists.
Newspapers:	1 local daily newspaper, plus dailies from San Francisco, Oakland, Hayward and San Jose.
Radio and Television:	1 local FM radio station and all Bay Area radio and television stations.

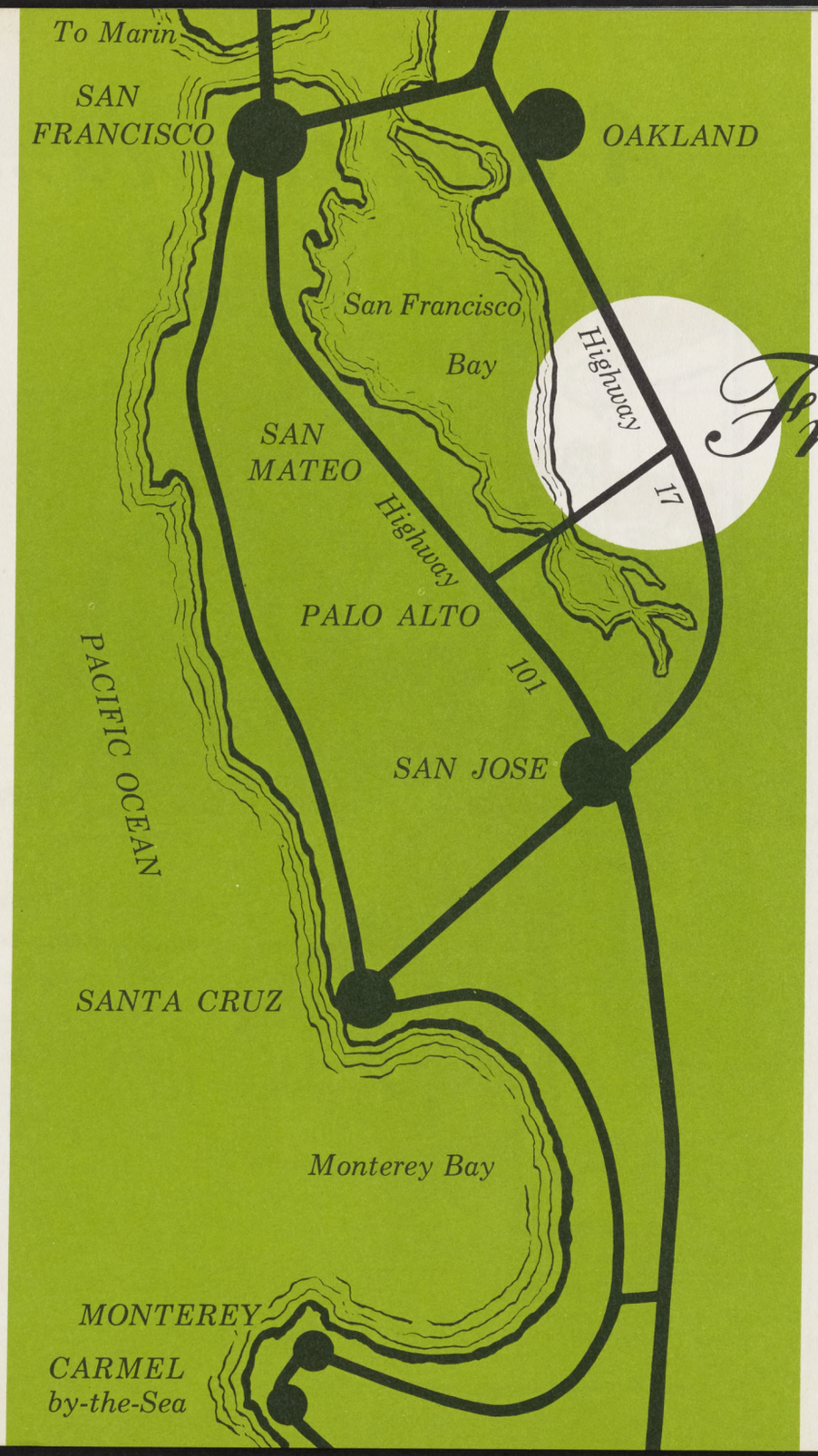
FREMONT GROWTH



$41,744	44,252	47,521	52,973	$60,851	70,850	81,974	102,858	$130,975	$143,500 est.	Assessed Valuation (000)
$1,420	$6,018	$7,906	$9,667	$11,666	$13,213	$15,916	$20,752	$21,993		Financial Deposits (000): Demand
$2,781	$13,301	$15,517	$16,890	$18,701	$20,764	$23,665	$33,332	$39,901		Financial Deposits (000): Time
				$25,567	$27,740	$35,212	$48,043	$59,363		Taxable Retail Sales (000)
$9,265	$10,050	$15,863	$28,027	$26,178	$33,032	$44,856	$27,642			Building Permits: Value (000)
839	931	1,751	2,677	2,403	2,375	2,979	1,642			Building Permits: Number
				$297	$357		$600	$644		Postal Receipts (000)
				10,300		17,400		18,200		Employment
1,512				3,183				5,841		High School Enrollment
3,935				10,145				20,995		Elementary School Enrollment
5,755				11,103				19,546		Occupied Dwelling Units
1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	

Location

Fremont is the southernmost city in Alameda County, on the southeastern side of the San Francisco Bay. Fremont's excellent location in the heart of the great Bay Area is demonstrated in this aerial photograph. San Francisco — 36 miles to the north — is shown in the upper left; Oakland, in the upper center, is 25 miles north of Fremont, both minutes by freeway.



Fremont

Fremont is situated in the heart of the magnificent San Francisco Bay Area. This growing community is the southernmost city in Alameda County on the southeastern side of the Bay. It is linked to the rest of the Bay Region by an efficient network of freeways and bridges.

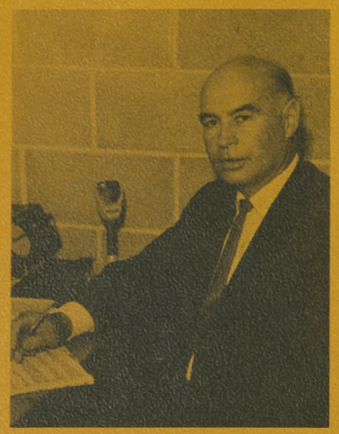
Fremont is located 36 miles southeast of San Francisco; 25 miles south of Oakland; 15 miles northeast of San Jose; 15 miles east of Palo Alto; 25 miles southeast of San Mateo; and 385 miles north of Los Angeles.

As an integral part of the 4 million population San Francisco Bay Area, Fremont is convenient to the major economic, cultural, educational and recreational activities of one of the most desirable metropolitan areas in the entire nation. Because of the inevitable growth of the Bay Area and, therefore, the expansion of this great market, Fremont will serve as an important industrial and warehousing center serving the Bay Area, northern California, and, in fact, the entire western market.

Because of its progressive commercial development activity, Fremont will become the commercial center for the entire southeastern Bay Area.

Although Fremont is in the midst of exciting urban development activity, it is also close to the peace and seclusion of many surrounding areas.

Fremont's location offers every advantage in its proximity to the activity of the Bay Area and the natural and unspoiled scenic beauty surrounding this wonderful region.



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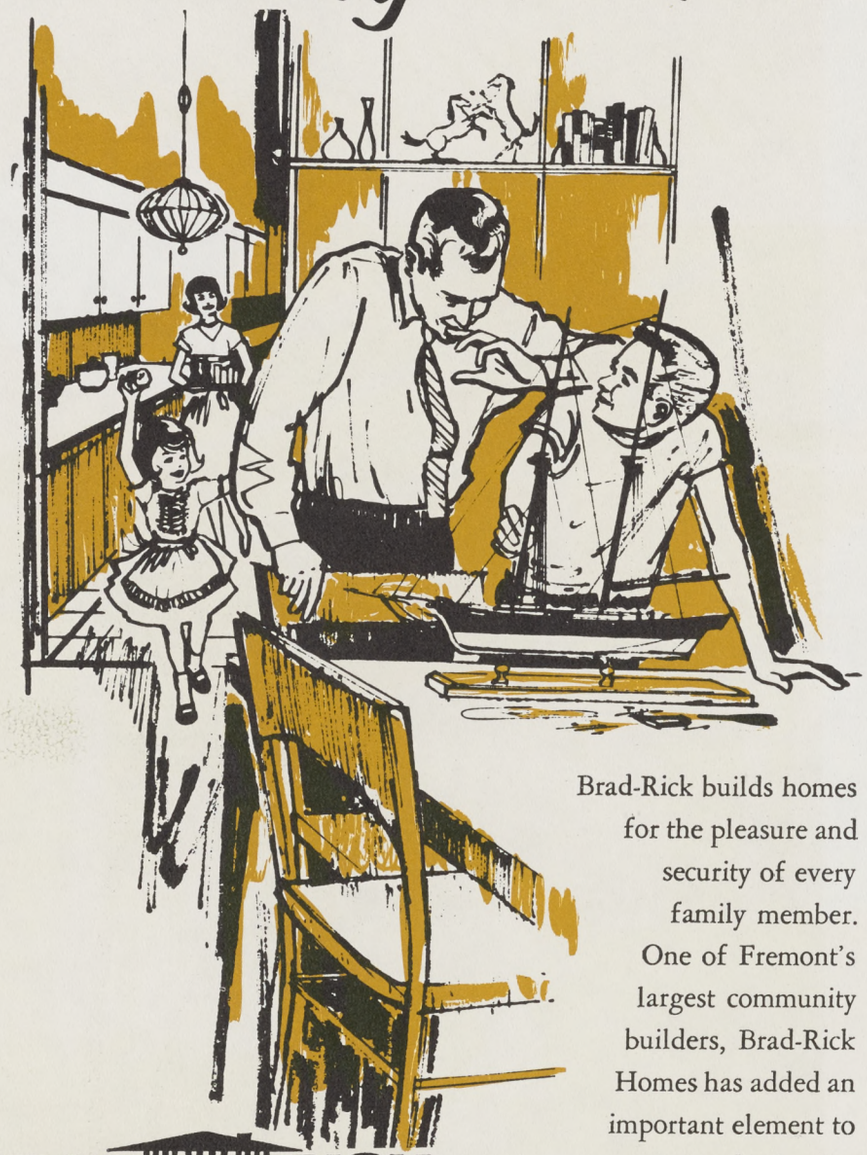

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An Historical Note

Mission San Jose de Guadalupe, founded in 1797.

The history of Fremont, like that of most of the Western United States, is exhilarating, cramming into a relatively short period of time enough excitement, glamor and adventure to satisfy even the most avid romanticist. Across the broad panorama of this history stride such colorful personalities as the Indian Estanislao (for whom Stanislaus River and Stanislaus County were named); General John Fremont the Pathfinder; the famed Mexican General Mariano Vallejo; and the infamous bandit Joaquin Murietta.

Marching with them is the great army of anonymities — the colonizing Spanish priests, the aboriginal Indians who were decimated and ultimately destroyed through the "benefits" of civilization, the vigilantes who dealt out summary justice, the peripatetic gold seekers, the immigrants from the east and from lands abroad, the long, eager human stream which ultimately bore the City of Fremont.

The documented history of Fremont dates back to June 8, 1797, when Friar Lausen, president of the Franciscan Mission in California, arrived at the base of Mission Peak to establish la Mission del Gloriosisimo Patriarca Senor San Jose — later known more simply as Mission San Jose. The friar and his escort of soldiers from the San Francisco Presidio found the area occupied by primitive Costanoan or Ohlone Indians — and a large bear. The Indians were impressed; history, alas, does not record the reaction of the bear.

Over the following years — until secularization in 1833 — the Mission thrived and prospered. Mission lands varied in width from three to nine miles between the hills and San Francisco Bay and stretched about 25 miles in length from Alviso to San Leandro. At the height of its affluence, the Mission owned 24,000 cattle which grazed throughout the Livermore Valley as far north as Mount Diablo, and thousands of horses, mules, sheep, goats and hogs. There were as many as 2,500 Indians living at the Mission, which also contained a flour mill at Mill Creek, a soap factory and a tannery.

The Mission San Jose District includes: the Mission, cemetery dating back to the eighteenth century — a religious-educational center now

An Historical Note

Mexico obtained its independence from Spain and in 1822 California came under the Mexican rule. Shortly afterwards, the Mission land holdings began to decompose under the prodding of the Mexican authorities, and administrators were appointed to transform mission lands into Indian pueblos. However, the administrators were often corrupt and self-seeking, and they were replaced by mayordomos — the first of these at Mission San Jose being Jose Amador, for whom Amador County was named.

Subsequently came a period of confusion when land sales by Governor Pio Pico were negated by the California Assembly. In 1837 General Kearny, the United States Military Governor in California, named (then) Colonel Fremont to supervise mission lands — the question finally being settled in 1858, when the Catholic Church was granted 28-1/3 acres of land. The Indians died out; many are buried in a cemetery which still exists near Mission San Jose.

The next period in the evolution of Fremont was the Rancho Era when stock raising was the stable industry. The land was carved into three vast tracts — Rancho Agua Caliente, Rancho Arroyo de la Alameda, and Rancho Potrero de los Cerritos. Rancho Caliente was owned by Fulgencio Higuera and was located in the Warm Springs area: Rancho Alameda, granted to Jose de Jesus Vallejo, brother of General Vallejo, was situated around Alameda Creek; Rancho Cerritos, granted to Tomas Pacheco and Augustin Alviso, lay in the area around the Coyote Hills.

The Rancho Era lasted only a short time. A flood of American settlers descended on the vast acreages and began squeezing out the Spanish grantees. Crippling lawsuits reduced the wealth of the landowners to the point where they had to sell their holdings. Squatters took "possession," and could only be evicted at considerable expense. Don Vallejo was involved in 145 lawsuits over his land, and when he died in 1882 his wife had to sell their homesite.

Some of the early American settlers were Mormons from New York who arrived in California in 1846. One of the most famed of these was John Horner who, with his brother, William, put up the first fences, built the first roads, operated the first flour mill at Alvarado and ran a steamship line from Alvarado to San Francisco. At one time, the Horners owned practically all of Washington Township, now the three cities of Fremont, Newark and Union City. Other Mormons who have left indelible marks on Fremont were Simeon Stivers, Origin Mowry, and Elias Beard. The 1850's saw

Excavation of Old Fort

The Old Adobe House built for Don Jose de Jesus Vallejo, first administrator of Mission San Jose.

the arrival of immigrants from the Azores and Portugal. From Costa Rica came Juan Gallegos who built the now-defunct winery on Washington Boulevard. From China came the laborers who laid the railway track through Niles Canyon.

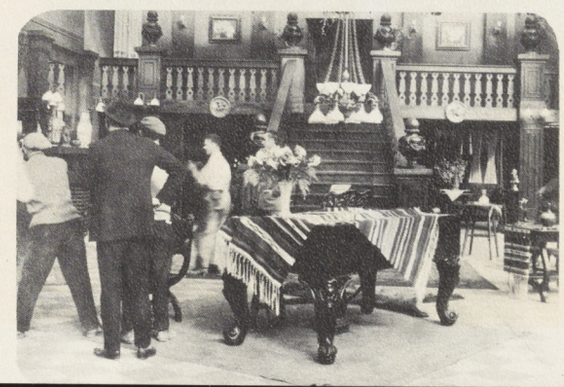
The railroad played an important role, sometimes unwittingly, in the naming of three of the five communities. Although the residents of Washington Corners voted to rename their community Irving, it was misprinted in a railroad brochure as Irvington, and the name struck. The railroad renamed their Harrisburg station Warm Springs, even though the springs were some distance away, and again the name remained. Central Pacific Railroad established a station at what was then called Vallejo Mills, and named the station Niles after Judge Niles, one of the railroad officials. Centerville was originally known as Hardscrapple. Of the five communities, only Mission San Jose retained its original name.

A period of glamor for the area took place around 1912 when the Essanay Studios in Niles was at the height of its movie-making fame. Part-owned by the dashing "Broncho Billy" Anderson, this studio cranked its cameras on the hilarious antics of such characters as Charlie Chaplin, Wallace Beery, Chester Conklin, and Ben Turpin. Through the rock grandeur of Niles Canyon rode the whooping, hollering cowboy stars of the period. And when filming was done, those same cowboys rode their mounts along the streets of Niles, still whooping and hollering. Although the studio and most of the relics are gone, this excitement is recaptured in the Annual Essanay Days celebration in Niles.

The incorporation of the five communities was mainly the result of the threat of annexation by neighboring cities. Too, there was a strong feeling that local affairs would be best handled locally, instead of through County officials at Oakland. On Tuesday, January 10, 1956, 65 per cent of the population voted to create a new city — 96 square miles, and the largest city in area at that time in Northern California.

Thus was born Fremont, believed to be the only city in the United States which was created from five separate communities. At the time of incorporation there were 22,400 people. By 1965, there were 83,200. By 1967, there should be 100,000.

The people of Fremont are proud of their city. Some of the present citizens of Fremont are descendants of pioneers. Others have come to make their home in this city from hundreds of places in the United States. Some have come from abroad to settle in Fremont. They all have one thing in common, these people of Fremont. They are, themselves, pioneers, perhaps the last of the breed, dedicated to build a city which will be second to none.

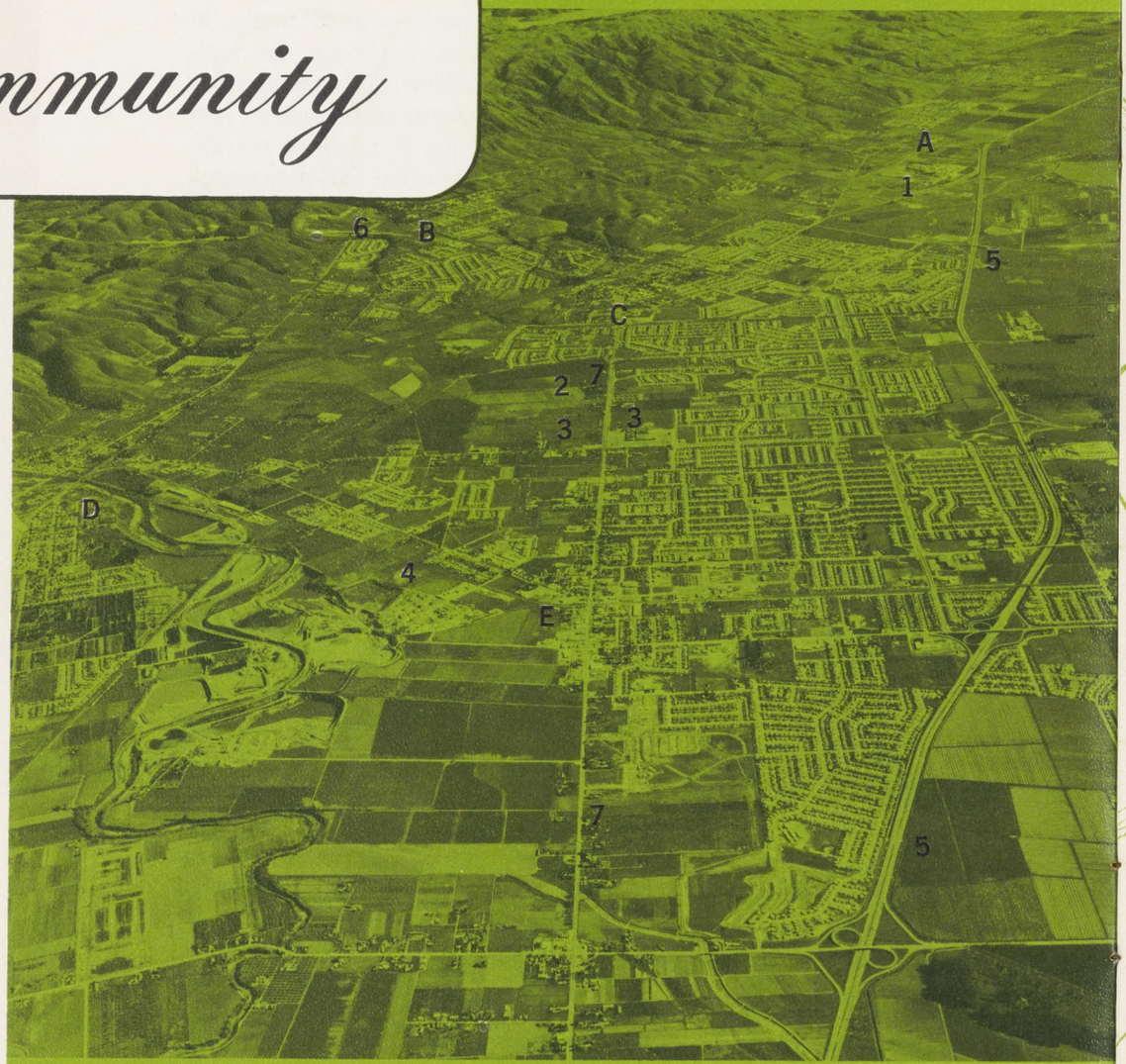


A Planned Community

Planning, the prerequisite for balanced and orderly development, has been the most important single factor in the evolution of the City of Fremont. When this city was first created in January, 1956, from the fusion of five rural communities — Centerville, Irvington, Mission San Jose, Niles and Warm Springs — it was recognized that there would have to be certain ground rules and guidelines established to channel the growth of Fremont. From this recognition was born Fremont's General Plan.

Since its adoption in 1956, the General Plan has been the broad basis for land usages within the city. It has provided complete balance between residential, commercial and industrial development; it has supplied location refinements for streets, parks, schools and recreational facilities; it continues to safeguard the ultimate form that Fremont will achieve many years from now. In the years since the adoption of the General Plan, zoning has followed the Plan, and the city is thus maturing along the predetermined lines of balance and order.

The purpose of the Plan goes beyond its purely physical functions. It has been instrumental in welding together the five formerly separate communities into the one unified city and community of Fremont. And because it outlines, then protects the integrity of, the land usage pattern, it maintains both property and community values by preclusion of unsuitable encroachments.



Here we see Fremont from the north. Its five districts are (a) Warm Springs; (b) Mission San Jose; (c) Irvington; (d) Niles; and (e) Centerville. Other important sites: (1) Industrial area; (2) Future civic center and central park area; (3) Central Business District (under development); (4) Gravel Pits; (5) Nimitz Freeway; (6) Mission Pass Freeway; (7) Fremont Boulevard.

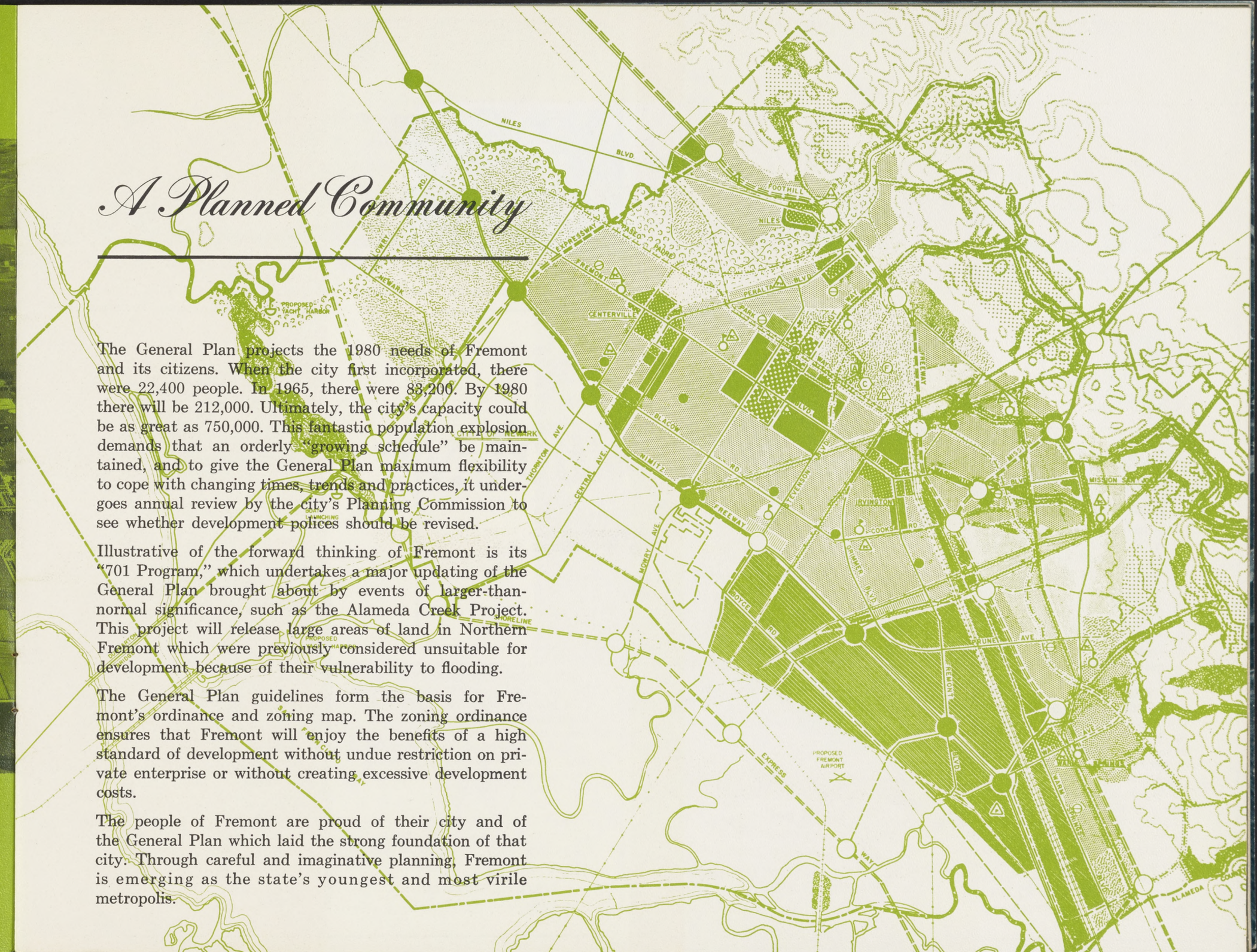
A Planned Community

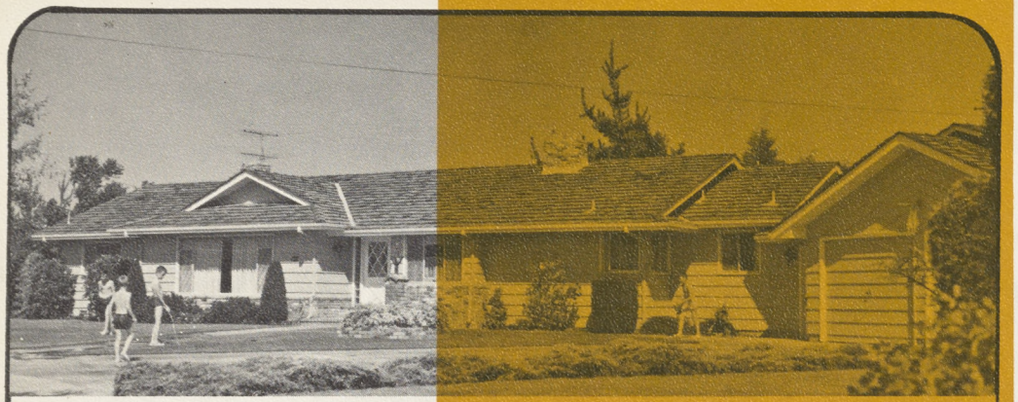
The General Plan projects the 1980 needs of Fremont and its citizens. When the city first incorporated, there were 22,400 people. In 1965, there were 88,200. By 1980 there will be 212,000. Ultimately, the city's capacity could be as great as 750,000. This fantastic population explosion demands that an orderly "growing schedule" be maintained, and to give the General Plan maximum flexibility to cope with changing times, trends and practices, it undergoes annual review by the city's Planning Commission to see whether development polices should be revised.

Illustrative of the forward thinking of Fremont is its "701 Program," which undertakes a major updating of the General Plan brought about by events of larger-than-normal significance, such as the Alameda Creek Project. This project will release large areas of land in Northern Fremont which were previously considered unsuitable for development because of their vulnerability to flooding.

The General Plan guidelines form the basis for Fremont's ordinance and zoning map. The zoning ordinance ensures that Fremont will enjoy the benefits of a high standard of development without undue restriction on private enterprise or without creating excessive development costs.

The people of Fremont are proud of their city and of the General Plan which laid the strong foundation of that city. Through careful and imaginative planning, Fremont is emerging as the state's youngest and most virile metropolis.





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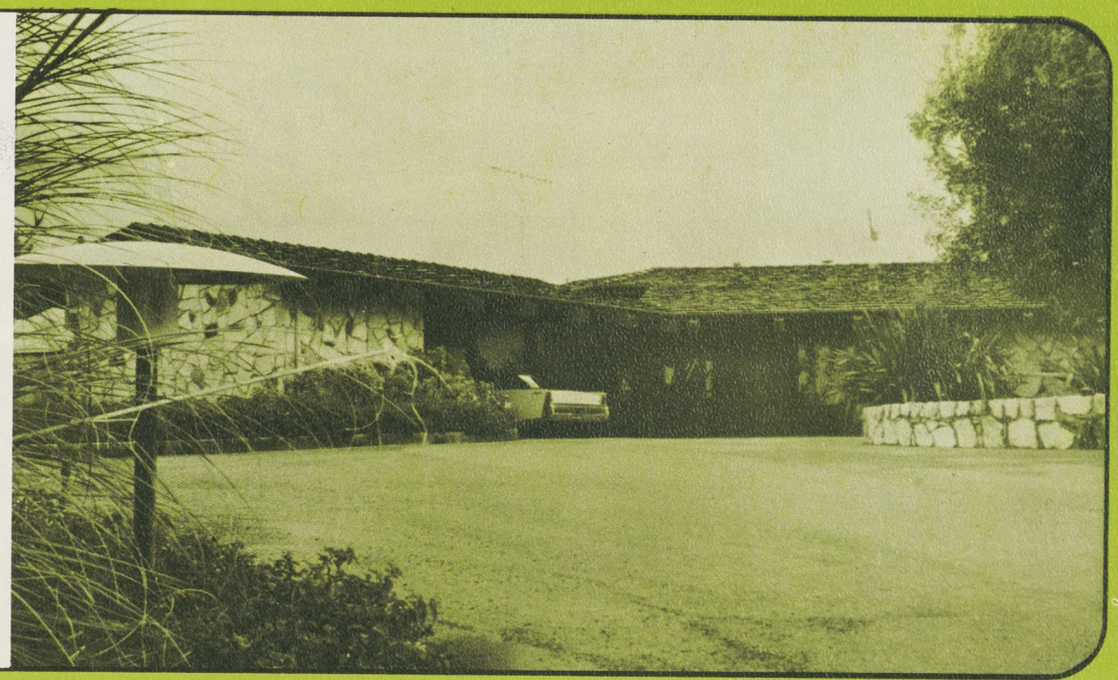
Good Living



Fremont, in its evolution from a rural community to the beginning of a young metropolis with a potential population of more than 750,000, has paid particular attention to its residential development.

It has encouraged variety in its housing, sought to retain its green spaces, and has adhered wherever possible to the historical atmosphere of its more colorful districts, such as Mission San Jose, where Spanish architectural influence still predominates but blends with modern residential design in other districts of the city.

Nationally recognized as a city of planning imagination, Fremont has been among the pioneers of such stimulating environmental innovations as the Planned Unit Development and the Planned District. By employing versatile concepts in residential land planning, developers have been able to produce greater flexibility in densities, which has been reflected in the lower cost of housing in Fremont compared to other cities in the area.

Warm Springs Manor QUALITY HOMES IN FREMONT

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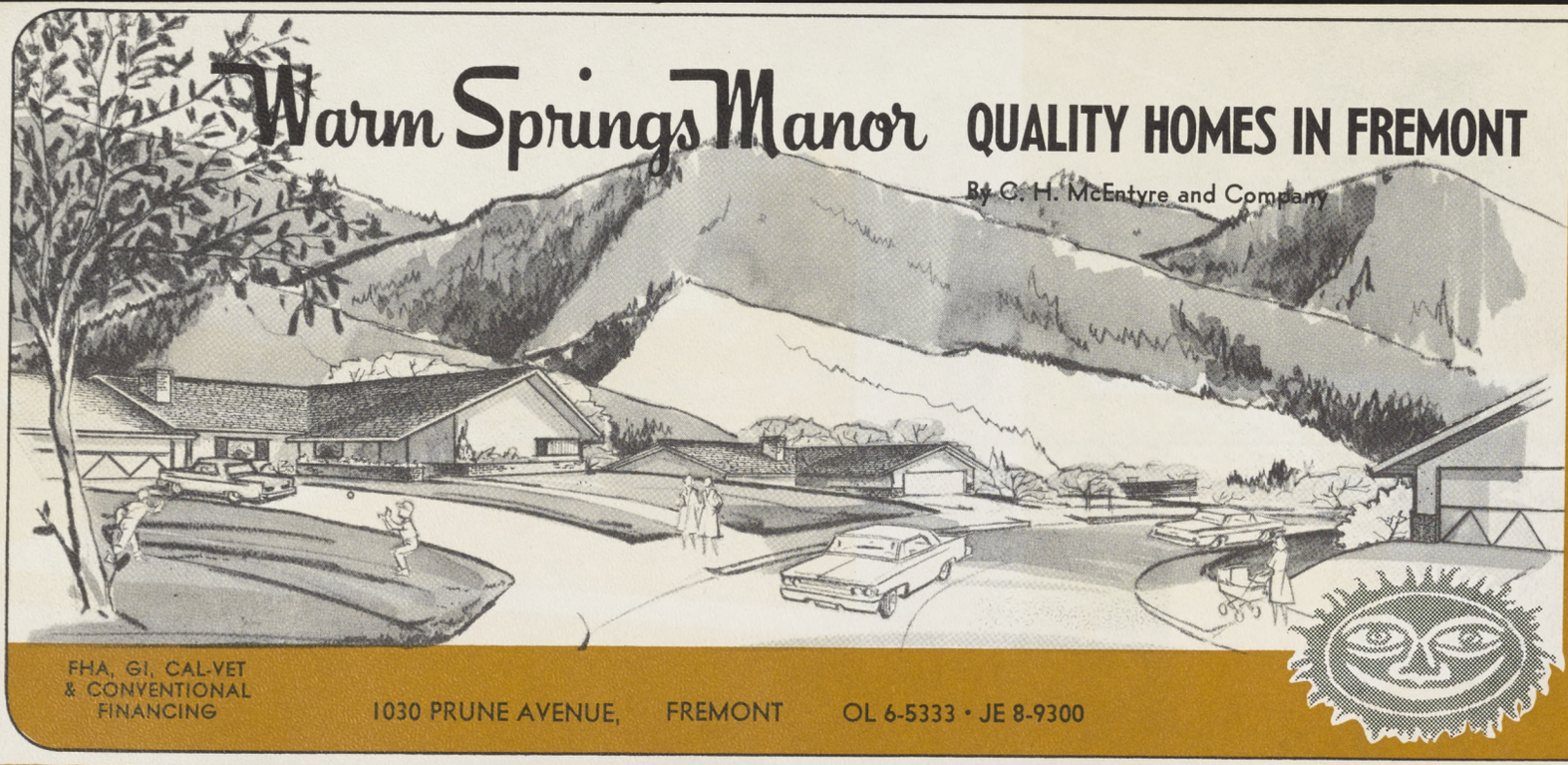

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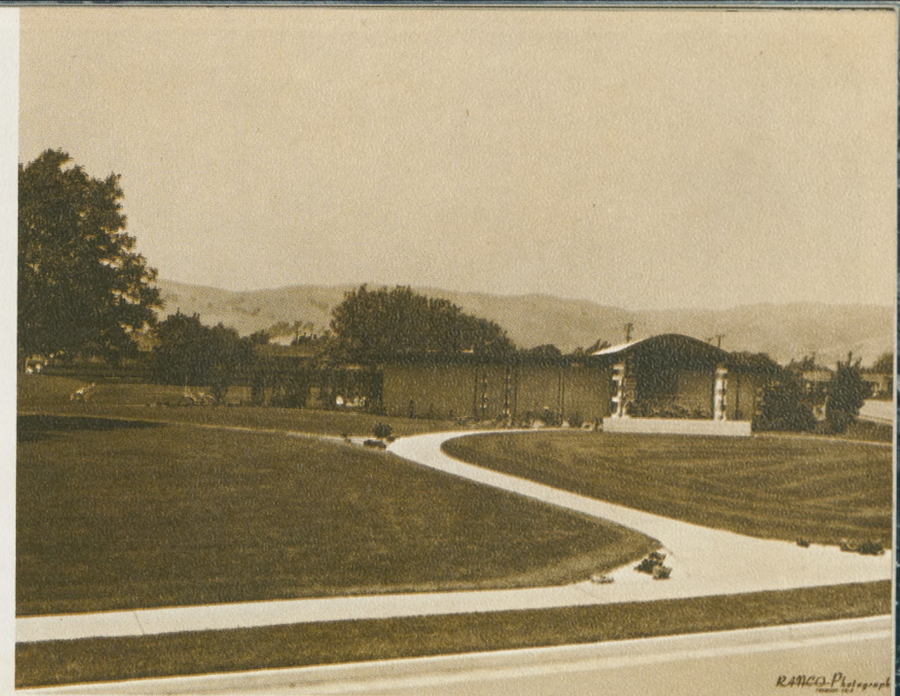
Good Living

Indicative of the care which Fremont takes in planning its future is its hillside grading ordinance, designed to encourage variety in development patterns, to minimize overhead clutter of utility wires and to reduce improvement costs, and to preclude the pad-type housing which disfigures hill ranges in other cities. Another aspect of residential beautification carried out in Fremont is its promotion of underground utilities.

The Fremont housing mart caters to practically every income group, and ranges in prices upwards from $14,500. At May, 1965, there were 60 subdivisions in the city. Lot sizes for single-family dwellings vary from 6,000 to 10,000 sq. ft. in the flat lands, while the steeper hill areas, as yet mostly undeveloped, are expected to accommodate the higher priced and larger homes.

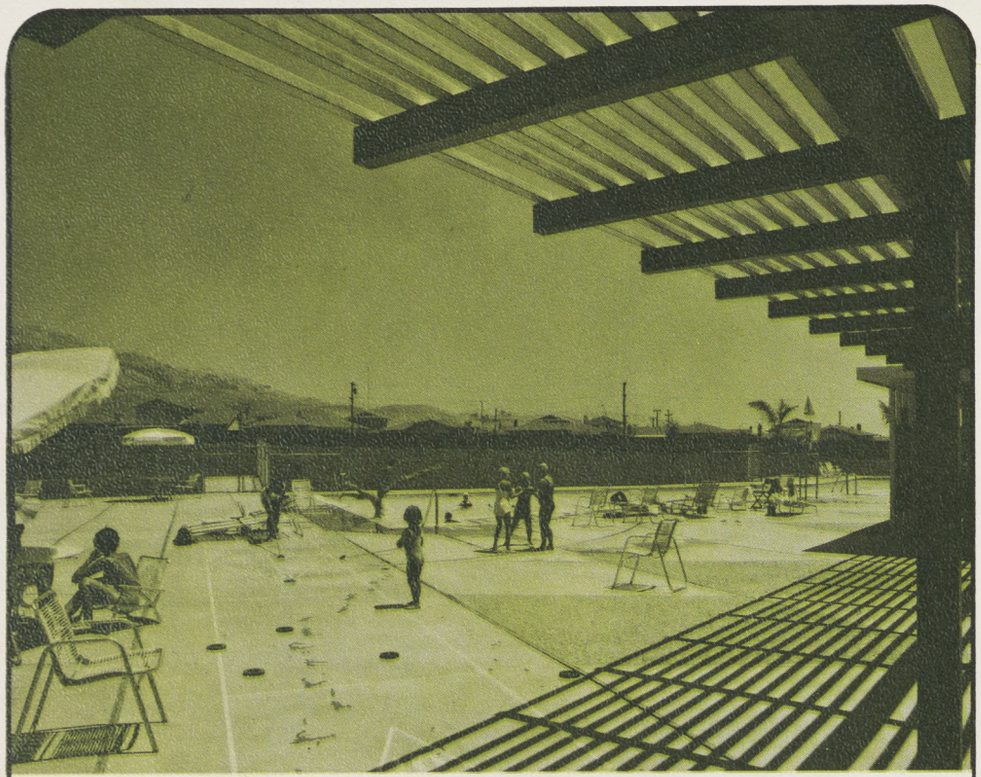
Fremont's temperate climate is ideal for outdoor living, and consequently, almost all houses have ample back garden and patio area. Many of the subdivisions have their own community swimming pools and neighborhood parks.

Fremont, where housing variety and imagination are the keywords, is a good place in which to live.



Many Fremont residential developments include neighborhood parks and community facilities, including swimming clubs.

New completely appointed apartments absorb Fremont's growth



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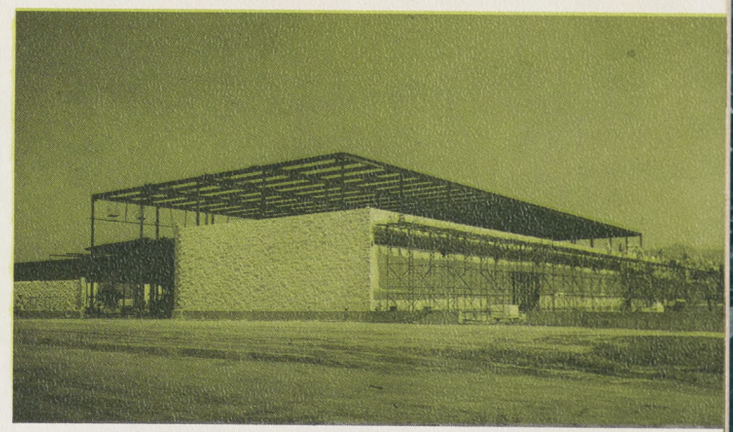
Shop In Fremont

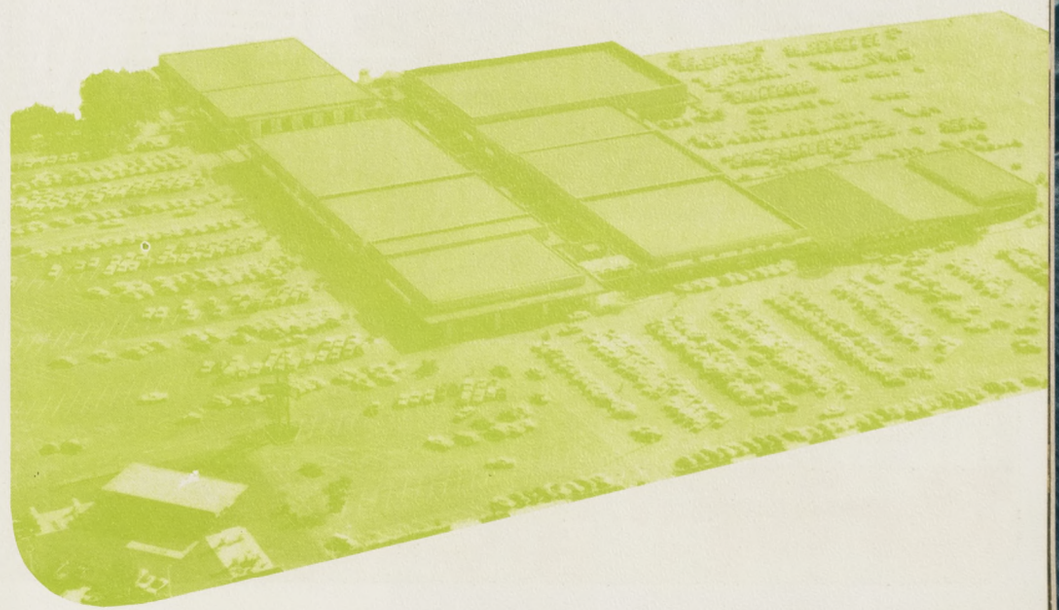
Fremont Hub Mall

In keeping with Fremont's claim to be "The Planned City" is its stimulating commercial development program, which is aimed at creating ideal conditions both for shoppers and the business community. Tailored to embrace all levels of business, from neighborhood to area-wide, this program is highlighted by its exciting Central Business District development — one of the very few examples in this country where an entire, fully comprehensive downtown has been planned, designed and constructed from virgin agricultural land.

Covering an area of 220 acres bisected by the city's main traffic artery, the Central Business District is located in the geographical heart of Fremont. The westerly section (65 acres) of the CBD — known as the Hub — is 50% completed, and work has already started on the remainder of the development, which will include a major department store. The Hub's first phase contains a junior department store and 40 other stores and services grouped around a central mall, where many exhibitions and displays are held throughout the year. Abundant parking is available.



Under construction is Fremont's major department store Montgomery Ward



Under development is a completely new, "start-from-scratch" central business district, located at the major intersection of Fremont Boulevard and Mowry Avenue. On the westerly side of Fremont Boulevard is the sixty-acre Fremont Hub Shopping Center.

HOW BIG IS BESCO ?

BIG ENOUGH TO SATISFY YOUR INDIVIDUAL NEEDS . . .

with one of the largest staff forces in the area to serve you as it has served the Fremont community for well over a decade.

Residential Community Developers, BESCO has built over 3800 homes in Fremont with the foresight and planning necessary to create a distinctive and beautiful neighborhood with consistently rising property values.

Within these communities BESCO created strategically located shopping centers . . . large enough to provide the services necessary to every community.

Soon BESCO will add a residential area which will include 1100 to 1200 homes with garden apartments, parks, schools, parkways, and a shopping center on a 200-acre site in FREMONT.

BESCO . . . big enough to offer to FREMONT

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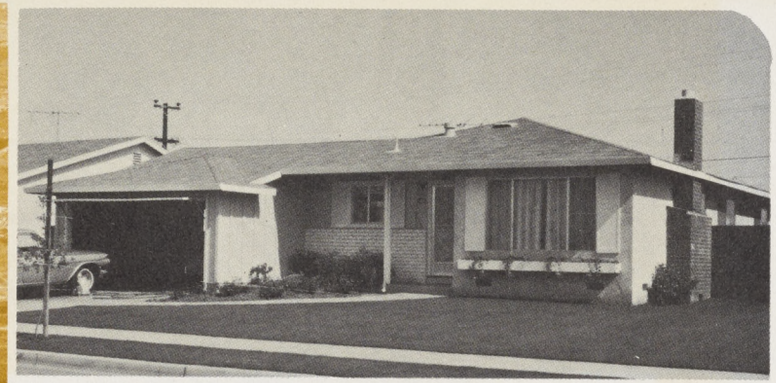
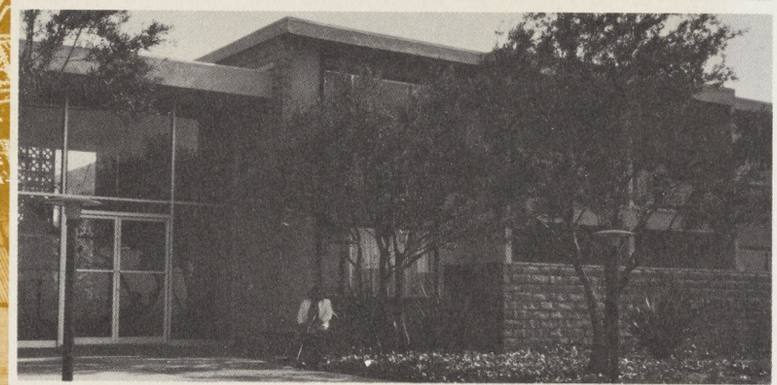
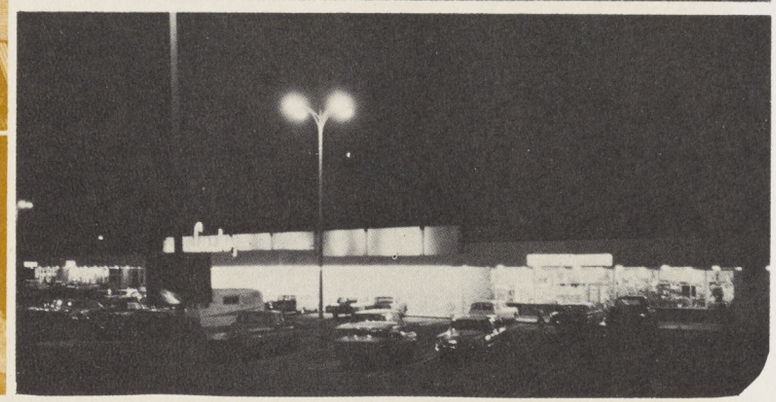
CABRILLO SHOPPING CENTER ▪ SUNDALE SHOPPING CENTER







Shop In Fremont

The easterly section (120 acres) of the CBD is planned to utilize maximum density coupled with maximum variety. It is designed for stores on various levels, all types of commercial undertakings, professional and general offices, and high-rise apartments. Fremont's magnificent new Park Plaza building has just been completed in this section, and presently houses Pacific Telephone, North American Title, and First Western Bank offices.

An unusual feature of this portion of the CBD is the vertical separation of shoppers and vehicles, arranged so that customers will enjoy maximum convenience and safety. Situated as it is within easy reach not only of Fremont but also the neighboring cities of Newark and Union City, as well as San Jose and the communities of the Bay Area, the CBD is a popular and valuable community asset. When fully developed it will provide the most compact, comprehensive and attractive facility of its type anywhere in California.

Complementing the Central Business District are the five "local downtowns" — one each at Centerville, Irvington, Mission San Jose, Niles and Warm Springs. In turn, these downtowns are reinforced by neighborhood shopping centers, strategically located and carefully zoned to serve more localized needs. The neighborhood centers are well laid out, modern in design, and with ample parking for their automobile-orientated customers.

Fremont's commercial development program, like ever other portion of the city's General Plan, is geared to the present and future needs of this vigorous, booming population of Fremont.

One of the largest office buildings scheduled for the Central Business District

Shopping centers are located strategically throughout Fremont

Peralta Park is located in Centerville District, a commercial community

Irvington District shopping center, site of many major developments

An Opportunity for Industry

Fremont's industrial development effort constitutes a vital section of the city's General Plan and economic development program. Consequently, the city goes all-out to attract new and desirable industries.

Fremont has many benefits to offer. One of the most important is contained within the General Plan, which guarantees that the industrial area will be protected from encroachment by non-industrial land usages. Another great advantage is that the price of industrial land in Fremont is comparatively lower than in most other Bay Area cities.

Fremont has 5,700 acres of prime land set aside for industrial and allied uses, such as research, under the General Plan. This land is strategically located in the southwest portion of the city, near freeway and railroad transportation and within easy reach of major and minor airport facilities.

Fremont, itself, is very favorably situated near the dynamic markets of the Bay Area. Fremont's tax rate is also favorable—among the lowest of all Bay Area municipalities. The labor pool is abundant, and the climate is temperate. All these advantages combine to make Fremont highly desirable from an industrialist's viewpoint.

Fremont is the home of the largest automobile and truck assembly plant in the West, the 410-acre complex of the General Motors Assembly Division of General Motors Corporation.

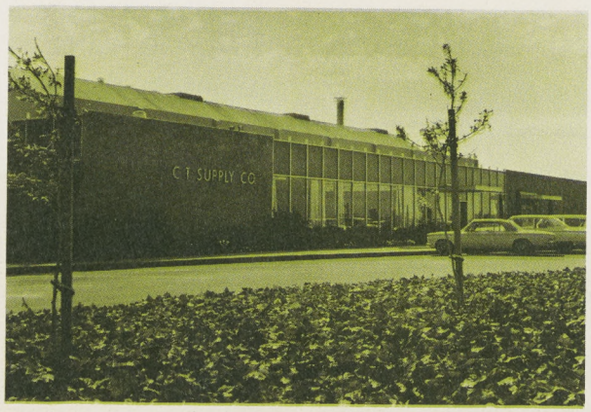
The administration building of General Motors Assembly Plant.

The Trailmobile Division of Pullman, Inc., builders of trailers and freight containers

Kroehler Manufacturing Company . . . makers of fine furniture

Background research for Fremont's industrial area plan included analysis of the rate of industrial development in Alameda County, and a study of the probable parcel size requirements of various industries. The studies indicated that 100 acres of industrial-zoned, fully serviced property should always be available in Fremont in a variety of parcel sizes in order to reach an average industrial-land sales volume of 50 acres a year. This means that Fremont will consistently develop sufficient industrial land to provide adequate employment for its labor force.

A number of nationally-known plants have already established in Fremont. The largest is the mammoth new General Motors Corporation Buick-Oldsmobile-Pontiac assembly plant, which covers 411 acres and employs more than 5,100 people. This is the largest General Motors facility of its type in the world.

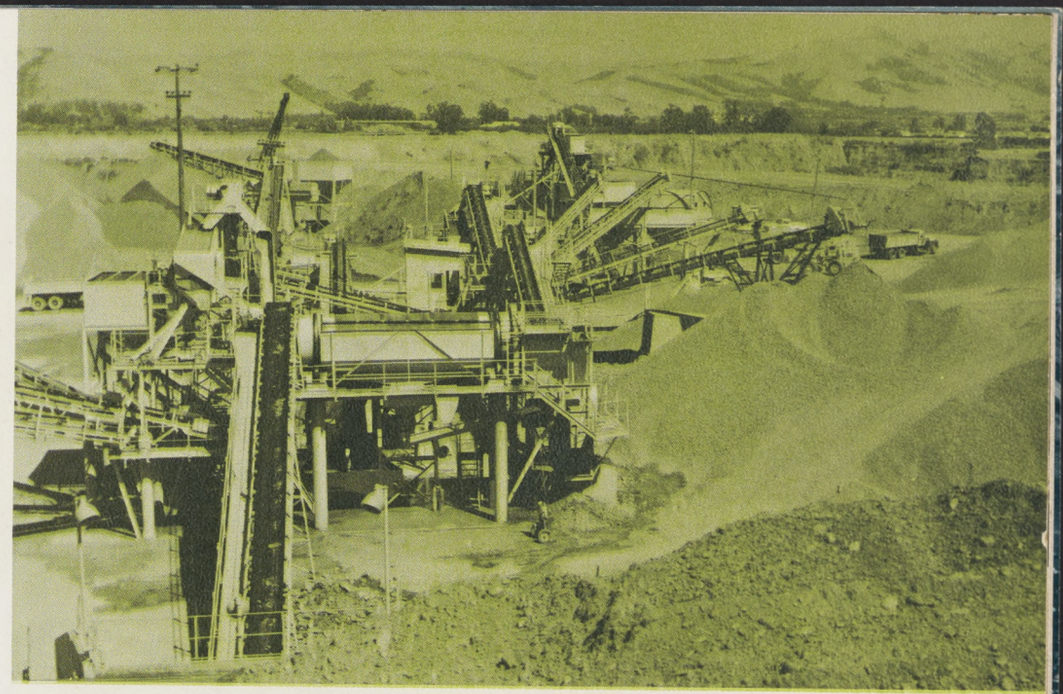


CT Supply Company — can manufacturers

Other important industrial firms which have plants in Fremont include Borden Chemical Co., Inland Steel Co., Kroehler Furniture Manufacturing Co., Trailmobile Division of Pullman, Inc., C. T. Supply, Ethyl-Visqueen Division of the Ethyl Corp., and Industrial Electric Manufacturing, Inc. Additionally, Carling Brewing Co., and the Flintkote Company, have acquired sites in the industrial area.

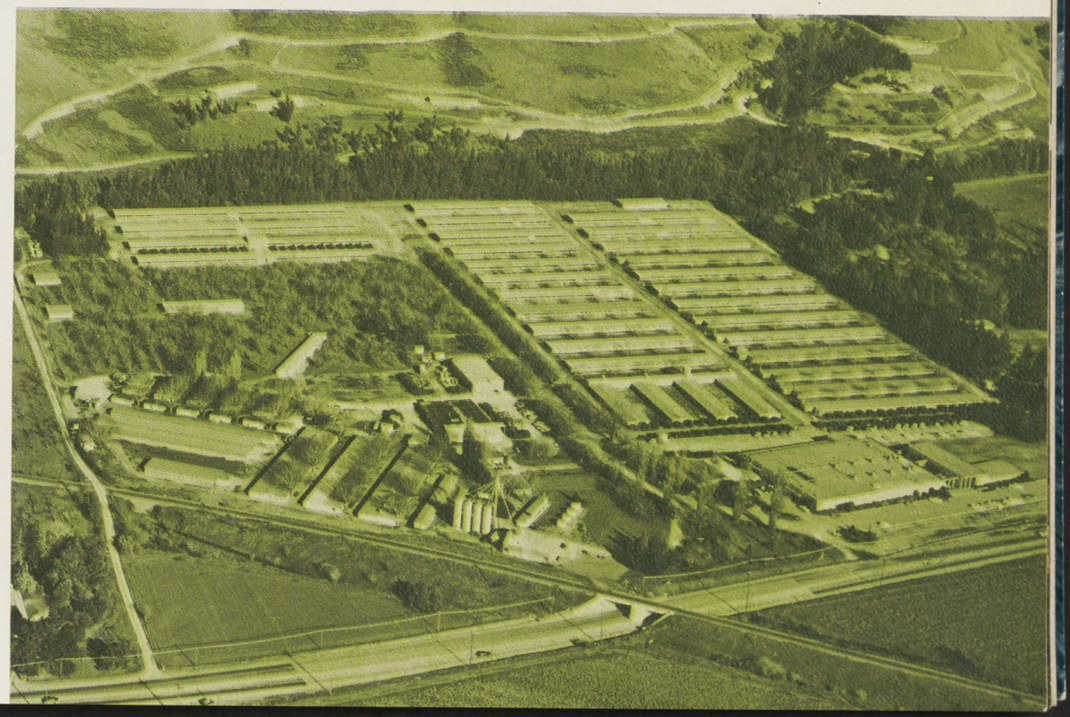
As part of the thoroughly-planned industrial development program, all services — water, power, gas, sewers and telephones — are laid through the area.

Industry is always assured of a warm welcome in Fremont, where facilities, business climate and governmental co-operation are second to none.



One of Fremont's principal industries is sand and gravel production, with many major operations and several large quarries

Fremont is the international headquarters for Kimber Farms, one of the world's largest poultry breeders.



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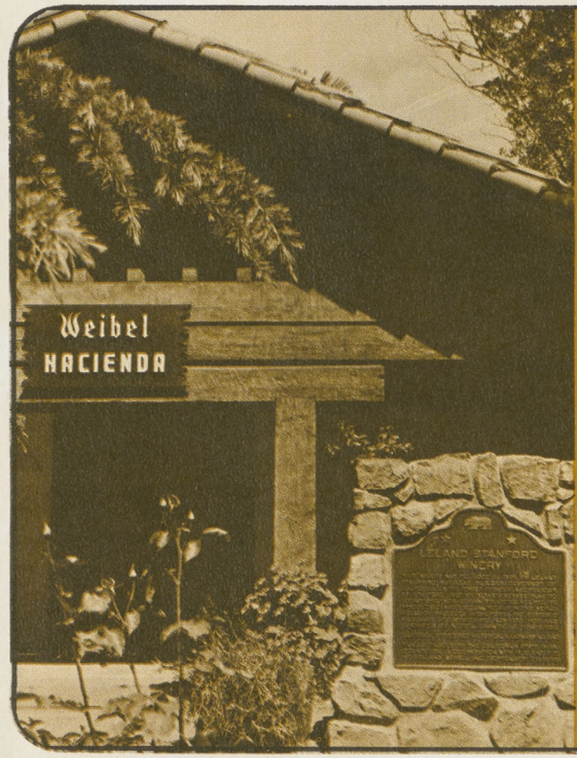

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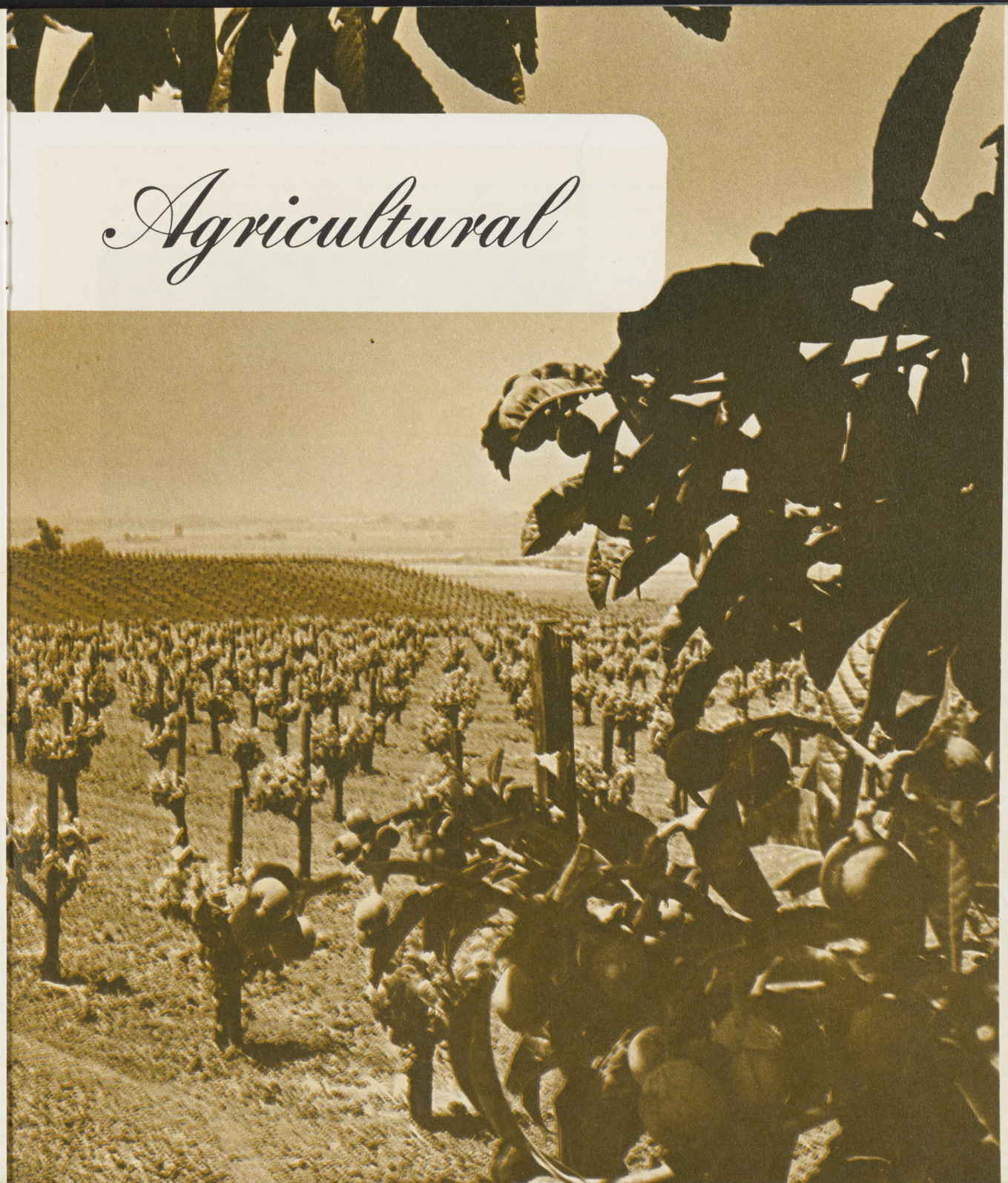


Agricultural

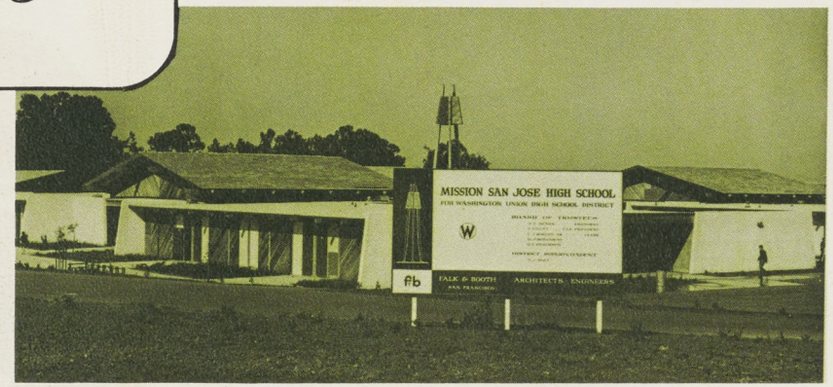
Although Fremont is rapidly emerging as a young metropolis, agriculture — the basic industry of the area from earliest Mission days until relatively recently — continues to play an important role in the city's, as well as Southern Alameda County's, over-all economy.

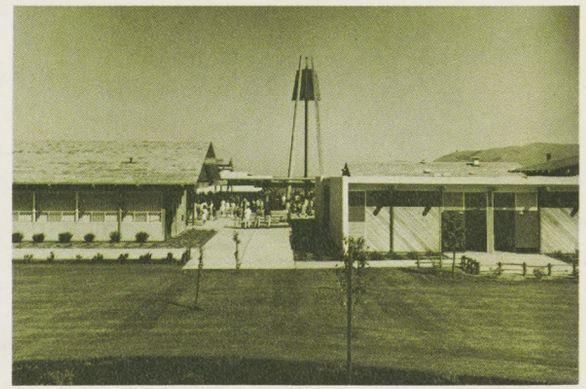
In 1963, principal crop values in the county amounted to $33.8 million, compared with $36 million in 1960 and $29 million in 1958.

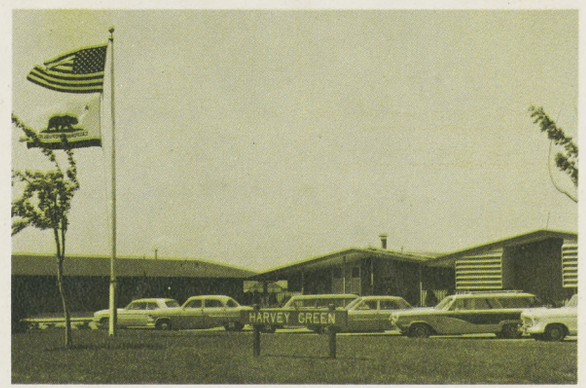
The city's General Plan pays tribute to farming by earmarking almost 6,000 acres of land to be preserved exclusively for agriculture as far ahead as 1980.

One purpose of the allotment of 6,000 acres to agriculture is to create a reasonable basis for low tax assessments. Another product of this action is to protect and preserve steeply-sloped, drainage and scenic land to act as a greenbelt buffer, separating Fremont from adjacent communities.

Educational Horizons







Fremont, the young city, has inherited a rich tradition of education from the five communities from which it was formed. This tradition reaches back more than a century to when Centerville formed its first school district in 1852, to become the second community in the entire state of California to establish such a district. Then, in 1891, Washington Union High School District was created —the second union high school district in the state.

This deep regard for the scholastic welfare of its youngsters was re-evidenced in 1964, when the voters overwhelmingly approved the merger of Fremont's five elementary and one high school districts into one unified school district, encompassing youngsters of kindergarten through 12th grade. Thus, the children were assured of the most desirable and efficient system of schooling possible.

Proof of the quality of education in Fremont can be gauged from the fact that in 1963 the city's percentage of high school dropouts was 5%, which is well below the national average.

At present, the school organizational structure comprises 38 elementary, five intermediate (7th and 8th grade), and four high schools, under the direction of a superintendent and a board of trustees.

Educational Horizons

Of these schools, 19 have been constructed since 1960, while 16 of the other schools have been improved by the addition of classrooms and other facilities. Moreover, the science facilities at Washington Union High School, built originally in 1928, have received special commendation from the State Department of Education. The school-aged population, like that of Fremont's adult population, has shown a remarkable rate of increase over the past few years. In 1962-63 the enrollment totaled 19,643. By 1964-65 it had risen to 25,000. By the year 1968-69, it is expected to reach almost 40,500.

Anticipating this growth, Fremont plans by 1968 to have added 18 new schools — 13 for kindergarten through 6th grade; three intermediate and two for 9th through 12th grade.-This projection for the needs of 1968 are illustrative of the care and concern exercised by Fremont in planning for its youngsters.

Fremont has always kept abreast of the latest techniques in teaching. They have been among the pioneers of the four-year social science curriculum, team teaching, and flexible scheduling. New methods of instruction in mathematics and science are utilized after scrupulous pilot program testing. Special programs are continuously under development for those children who display unusual traits — either advanced or slow.

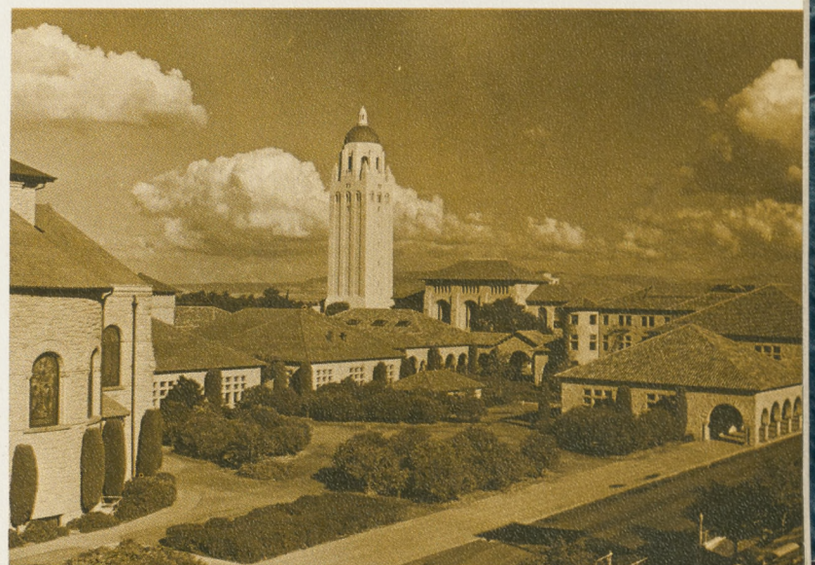
Fremont is preparing for advanced education with the formation of an autonomous Junior College District which will be established in 1966.

Fremont's very fortunate proximity to the larger Bay Area cities, such as San Francisco, Oakland and San Jose, permits its youngsters to attend many excellent colleges which are located within commuting distance.

Included are University of California at Berkeley; Stanford University; California State College at Hayward; San Jose State College; University of Santa Clara; San Francisco State College; University of San Francisco; Mills College, Oakland; and junior colleges at Hayward, Oakland, San Jose, Los Altos and San Mateo. Fremont is very much aware of its responsibilities to its youngsters, and is carrying out that responsibility efficiently and farsightedly.

The University of California in Berkeley is 30 miles north of Fremont

The New California State College at Hayward is 12 miles from Fremont

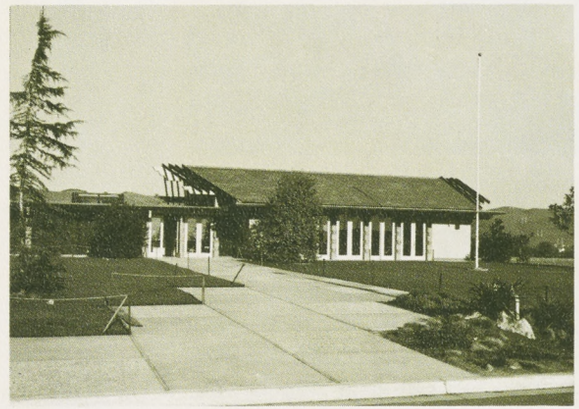


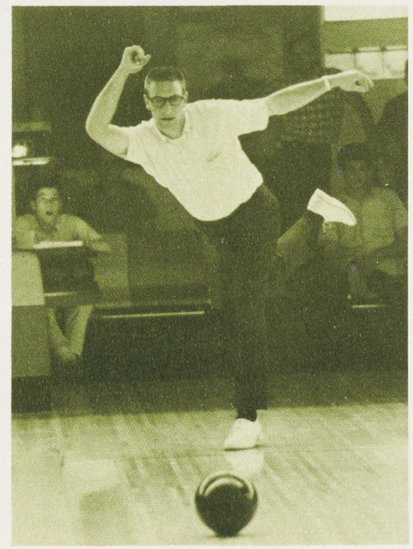
Directly across the bay, only 18 miles from Fremont, is Stanford University

Leisure Time Activities

In planning for the recreational needs of its community, Fremont has designed a diversified program of leisure-time activities covering all age groups and tastes. The park program is a good example of the care which has been lavished on the city's recreational aspects. On a local scale, the pattern of residential development has provided a number of neighborhood parks, many with their own swimming pools. On a broader level are the community parks, augmented by the school playgrounds. Then there are the historical parks, such as Vallejo Mill and the Shinn Park, which were purchased by, or deeded to, the City of Fremont. Additionally, there is Central Park — which will ultimately cover about 500 acres — taking in the Civic Center and including Stivers Lagoon and its water recreational facilities.

Also slated for future recreational development is the area of Alameda Creek, with its natural fishing, swimming and picnic facilities. Plans are also under way for the Coyote Hills Aquatic Regional Park — which will cover at least 2,000 acres. Coyote Hills will have three major marinas and a commercial harbor for inland water traffic; beaches and water skiing facilities; camping areas; stables; riding and hiking trails; and hotels, motels and boatels.





The Fremont Community Center is the first facility in the Fremont Central Park complex which ultimately will be 500 acres of community recreation area upon completion.

The Warm Springs Golf Course. (Photo top right.)

Swimming, fishing and picnicking are popular leisure-time activities in the Niles Canyon area in Fremont. (Photo center right.)

Bowling alleys offer the opportunity for community competition in leagues or casual relaxation. (Photo lower right.)

The Cull Canyon Regional Recreational Area is a part of the excellent East Bay Regional Park District offering boating, swimming and fishing. (Beach scene, facing page)

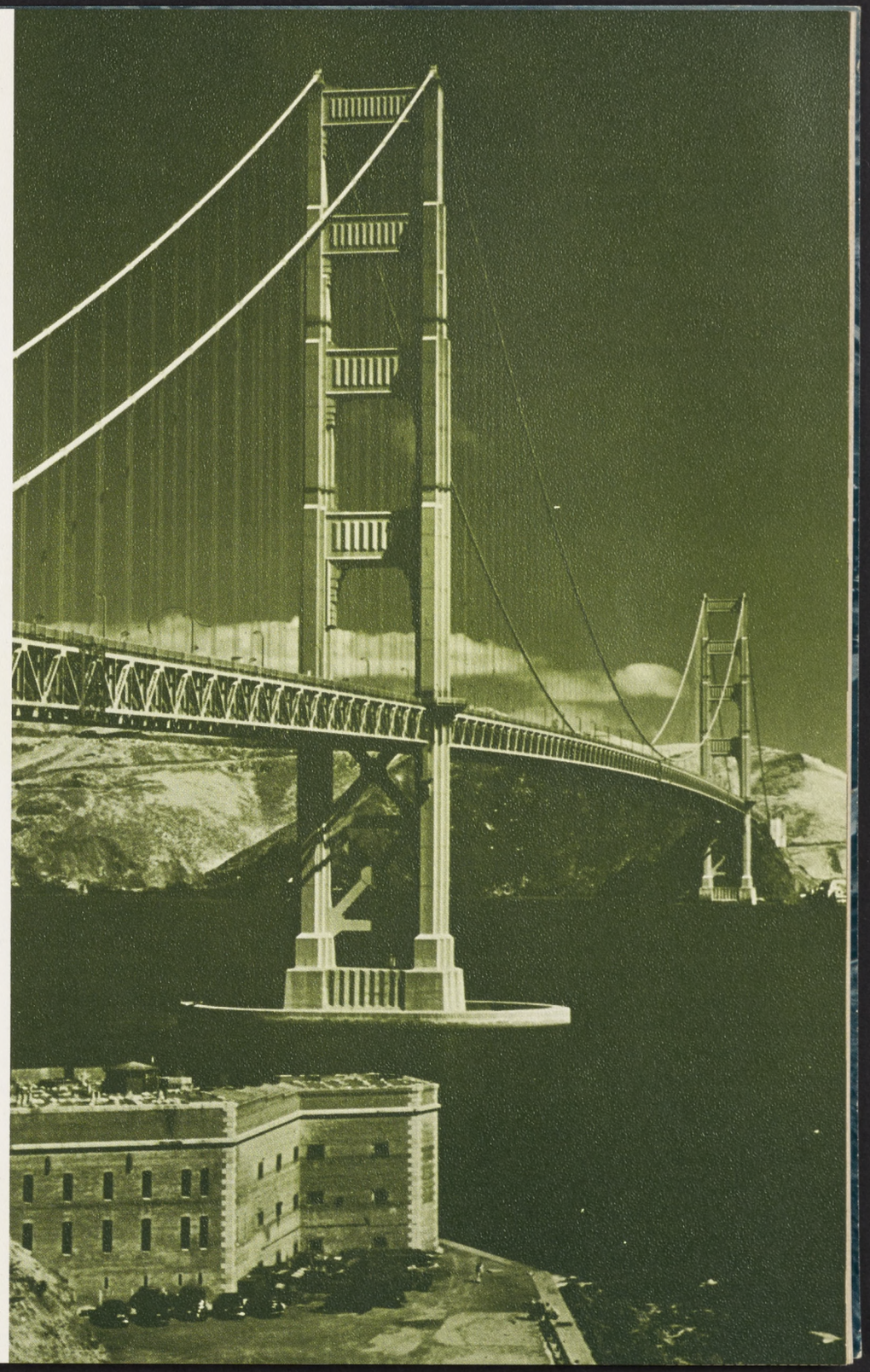
Fremont is only 36 miles from the great entertainment and recreation city of San Francisco.

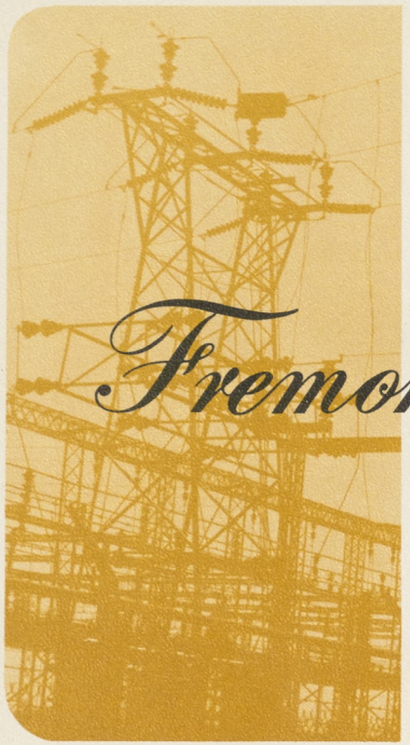
The large and complex city recreational program is administered by the capable and dedicated staff who supervise the playgrounds, day camps, craft classes, and hundred and one other leisure activities of Fremont youngsters. For the adult, drama, art and horticulture are but a few of the many available pursuits.

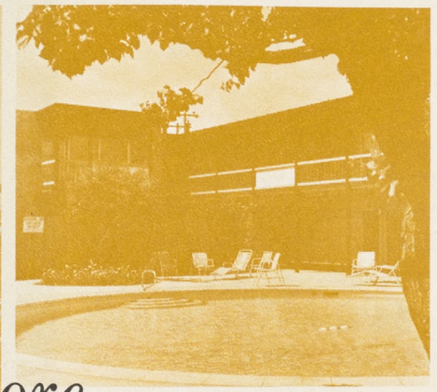
Two golf courses, one 18-hole and the other 9-hole, are close at hand, while more than a dozen other courses are within easy commute distance.

Within 45 minutes by road lie the top-rated theaters, arenas, marinas and multi-faceted facilities of San Francisco. Within another short radius are the riding trails and beaches of Santa Cruz and the Peninsula. In two hours of travel the recreation seeker can run the entire gamut of the Pacific Ocean to the mountains of Nevada. An hour by airplane from one of the local airports takes the traveler to Reno or Las Vegas; 30 minutes by road takes the family to the fascinating Frontier Village or Santa's Village. Two hours by car will transport the traveler to Monterey and Carmel to the south, or the magnificent and awe-inspiring Redwood Country to the north.

Fremont offers variety — in housing, industry, business, and in recreation.







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Religion

Fremont City Government

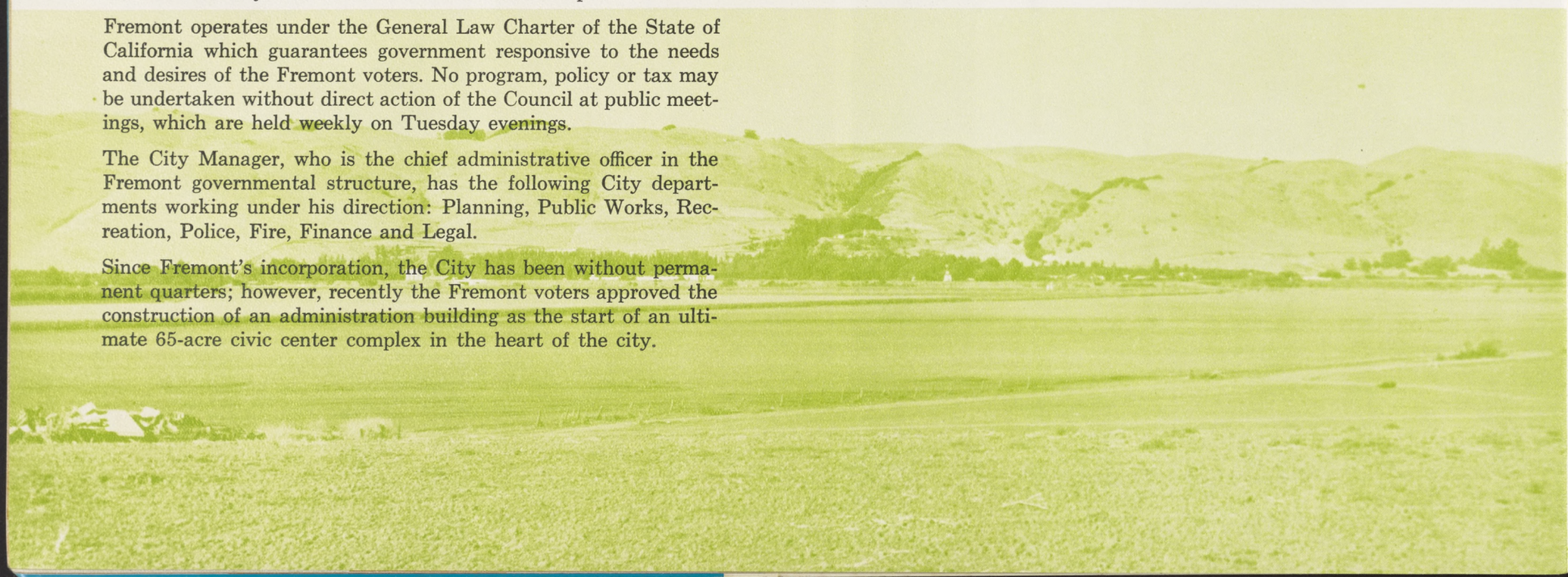
The City of Fremont operates under the Council-Manager form of government, with a five-man City Council establishing policy and the City Manager putting into effect, coordinating and enforcing such policy.

The Council is elected at large by all the voters of Fremont. They each serve four-year terms and serve without compensation.

Fremont operates under the General Law Charter of the State of California which guarantees government responsive to the needs and desires of the Fremont voters. No program, policy or tax may be undertaken without direct action of the Council at public meetings, which are held weekly on Tuesday evenings.

The City Manager, who is the chief administrative officer in the Fremont governmental structure, has the following City departments working under his direction: Planning, Public Works, Recreation, Police, Fire, Finance and Legal.

Since Fremont's incorporation, the City has been without permanent quarters; however, recently the Fremont voters approved the construction of an administration building as the start of an ultimate 65-acre civic center complex in the heart of the city.



This is the site of Fremont's civic center, a 65-acre civic and governmental complex, which will be under construction in 1966.

Public Protection

Above, the Central Fire Station with some modern equipment, including the "snorkel"; below, the fire station serving the industrial area of Fremont.

The safety of Fremont's citizens and their property is in the capable and efficient hands of the modern and well-equipped police and fire departments which, throughout every hour of every day and night, keep a watchful eye on the community's security.

Established in 1956 when the city was first incorporated, the Police Department today consists of 69 loyal and devoted men and women. By 1965, Department personnel will be increased to 80.

Police operations are divided into three sections — Patrol, Investigation, and Service — each headed by a Lieutenant. Testifying to the high caliber of Fremont's police is the fact that two of its officers recently left the Department to become Police Chiefs in other communities, while a third is now Professor of Police Sciences at a famous university. In addition to assuring the protection of citizens, the Police Department also provides training for 32 active reservists, who accompany regular officers on the late shifts.

Fremont has attracted the highest caliber law enforcement people available to build an effective and dedicated Police Department.

The other important aspect of community security — fire protection — is well taken care of by Fremont's Fire Department, staffed by top-quality, experienced men backed by the latest in fire-fighting equipment.

The Fire Department has 70 men operating out of seven stations. To aid these men in their constant task of fire protection and combat they have a new 85-ft. snorkel; 15 pumpers; one Civil Defense pumper; and numerous vehicles operating on a round-the-clock basis.

The men work a 72-hour shift, and undergo a continuous refresher training program while on call. One battalion chief is permanently assigned to the training program, which insures that Fremont's fire fighters are consistently at top-level form. While to cut down on the hazards of conflagration, the Fire Department maintains a thorough program of inspection at homes, businesses and industrial premises.

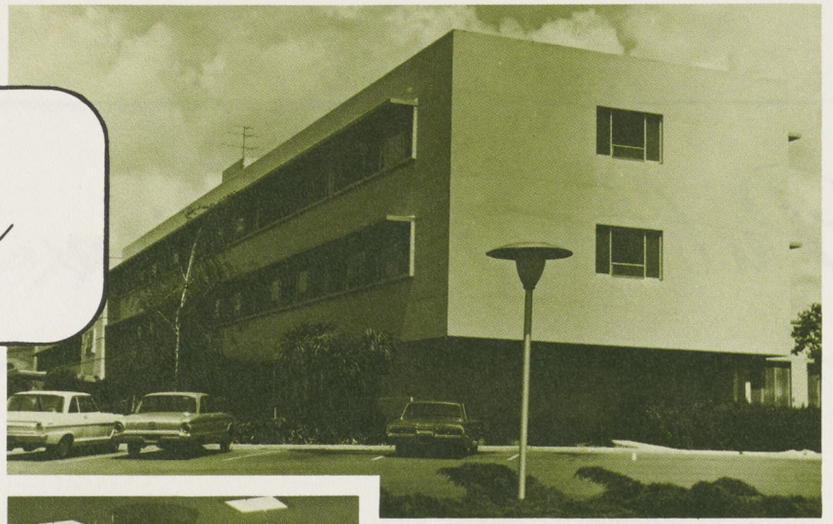
Fremont's security forces — the Police and Fire Departments — can always be depended upon to answer any threat to the lives and property of the community. They have demonstrated their ability on numerous occasions, and will continue to do so whenever the need arises.

Medical Facilities

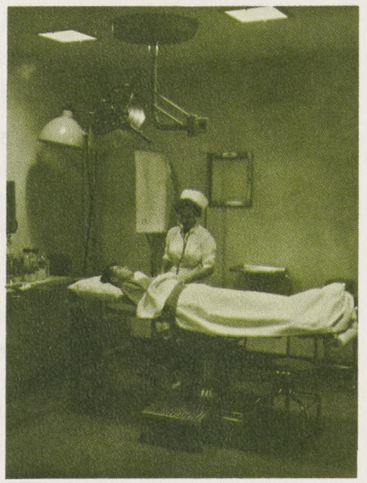
Washington Township Hospital is an acute, short term, General Hospital of 156 beds, including 123 medical-surgical beds, 27 OB beds and six intensive care unit beds. It is a fully accredited, completely equipped, modern hospital with auxiliary services of clinical and pathology laboratories, radiology, four major surgeries, recovery room, cast room, urology surgery and emergency services (under expansion).

Washington Township Hospital has received the highest award any hospital can win, by receiving accreditation for three years from the Joint Commission of Hospitals.

In addition to excellent hospital facilities Fremont has other medical facilities which include five convalescent hospitals or sanitoriums, and several medical centers. The medical/dental community includes 70 physicians and surgeons and 27 dentists, many of whom are located in the medical centers mentioned above.



The Washington Township Hospital — a complete hospital facility located centrally to serve Fremont's needs.



One of the surgical rooms in Washington Township Hospital.

One of many clean, attractive private convalescent hospitals complimenting Fremont's medical facilities.

Utilities / Services

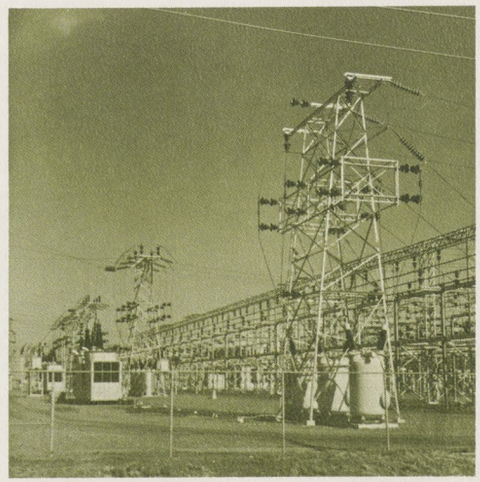
The Alameda County Water District recently celebrated its 50th anniversary as the oldest Water District in California. The history of the Water District is closely intertwined in the development of the area which it serves — originally designated as Washington Township, later to emerge as the three cities of Fremont, Newark and Union City. The district was created to safeguard local supplies of precious water and it grew because of the demand for water of a rapidly urbanizing community.

The District's integrated distribution system contains about 238 miles of pipe ranging in size from 4 to 36 inch. The District pumps from 15 wells which have a combined capacity of about 30 million gallons per day. It is intended by 1972 to increase this capacity to about 42 million gallons per day by drilling additional wells. The District's water storage consists mainly of four major reservoirs which hold 45 million gallons.

Water is the key to a community's economic stability and potential. That key is safe in the hands of the Alameda County Water District.

The Union Sanitary District is a special purpose District providing sewerage facilities to a 24,910-acre area comprising major portions of the cities of Fremont, Newark and Union City.

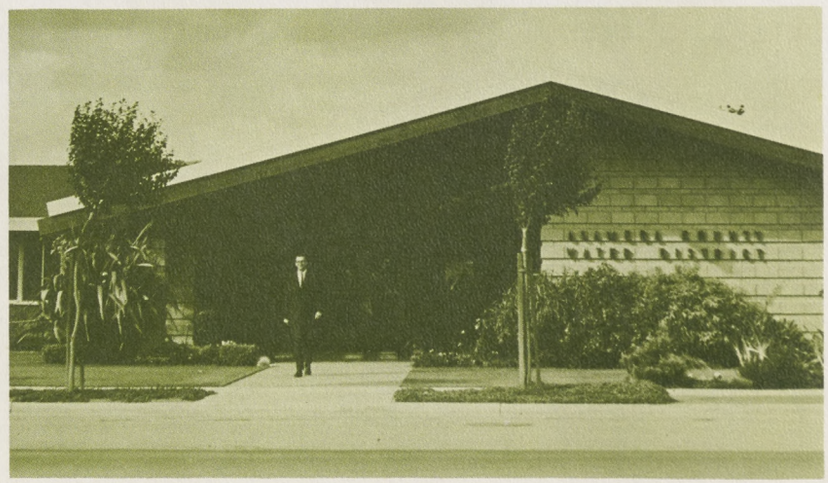
Construction of required sewerage facilities has substantially stimulated industrial and residential growth in the District.



Fremont is the location of the Federal Aviation Agency's Air Traffic Control Center for northern California.

Pacific Gas & Electric Company, suppliers for all of northern California, have a major sub-station in Fremont.

Water service to the Fremont area is provided by the Alameda County Water District with headquarters in Fremont.



FREMONT AUTOMOBILE DEALERS ASSOCIATION

BRITISH MOTOR CARS • CENTRAL CHEVROLET • DALE RAMBLER
DI GIULIO PONTIAC • EDGREN MOTOR CO. • FREMONT MERCURY
DAVE GREER DODGE • MEZZETTI VOLKSWAGEN • TURNER FORD

FREMONT AUTOMOBILE DEALERS ASSOCIATION

Local dealers are proud of their community and of the service and savings they are offering. Fremont is a dynamic, progressive and growing city. FREMONT AUTOMOBILE DEALERS are meeting the challenges of expanding civic needs by providing convenient, efficient sales-service organizations — measuring their growth by your needs.

In FREMONT, for your new car or truck . . . **it pays to shop locally.**

THE HILLMANS — Dave, Marian, Don — invite you to

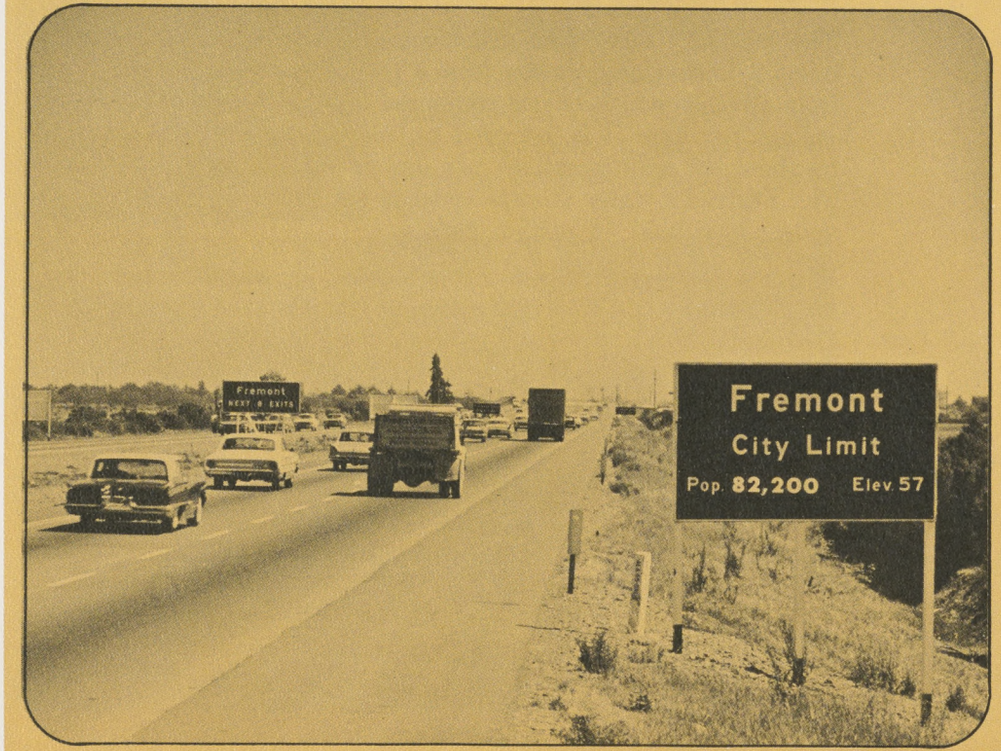
Cloverleaf Bowl

Home of the Famous "Bowl for Silver"

FEATURING . . .

32 AMF Lanes • Expert Ball Plugging and Drilling • Convenient Coffee Shop
Modern Spacious Nursery with Glassed-in Crib Room • Cocktail Lounge
Live Music • Dancing

Telephone 656-4411 **40645 Fremont Boulevard**



Chamber of Commerce

FREMONT CHAMBER
OF COMMERCE

4725 Thornton Avenue
Fremont, California 94536
Phone 415/797-8333

The Fremont Chamber of Commerce is pleased to present this brochure . . . our invitation to you to learn more about our growing, progressive, dynamic community.

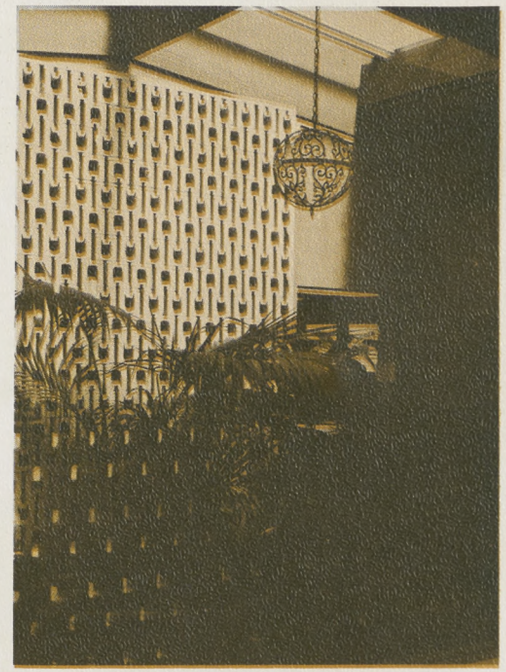
Our Chamber is dedicated to the promotion of this growth and progress. We will not encourage the status quo; and, in fact, our basic policies and programs are geared to change and new development.

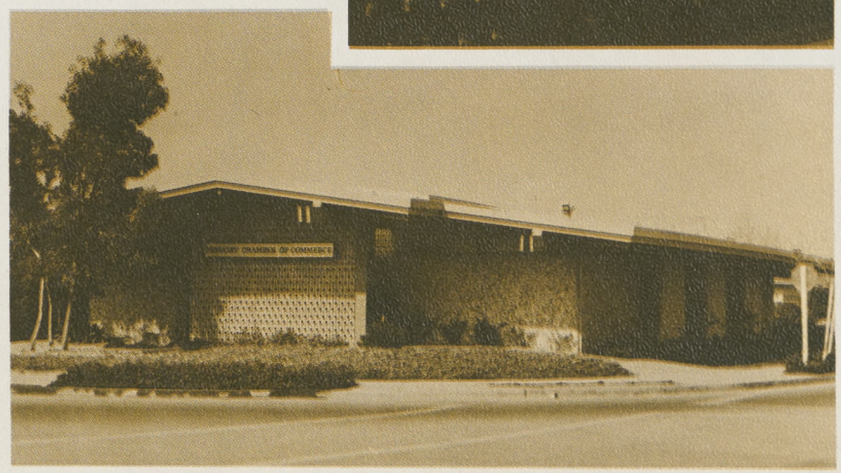
In general the Chamber program revolves around four principal areas:

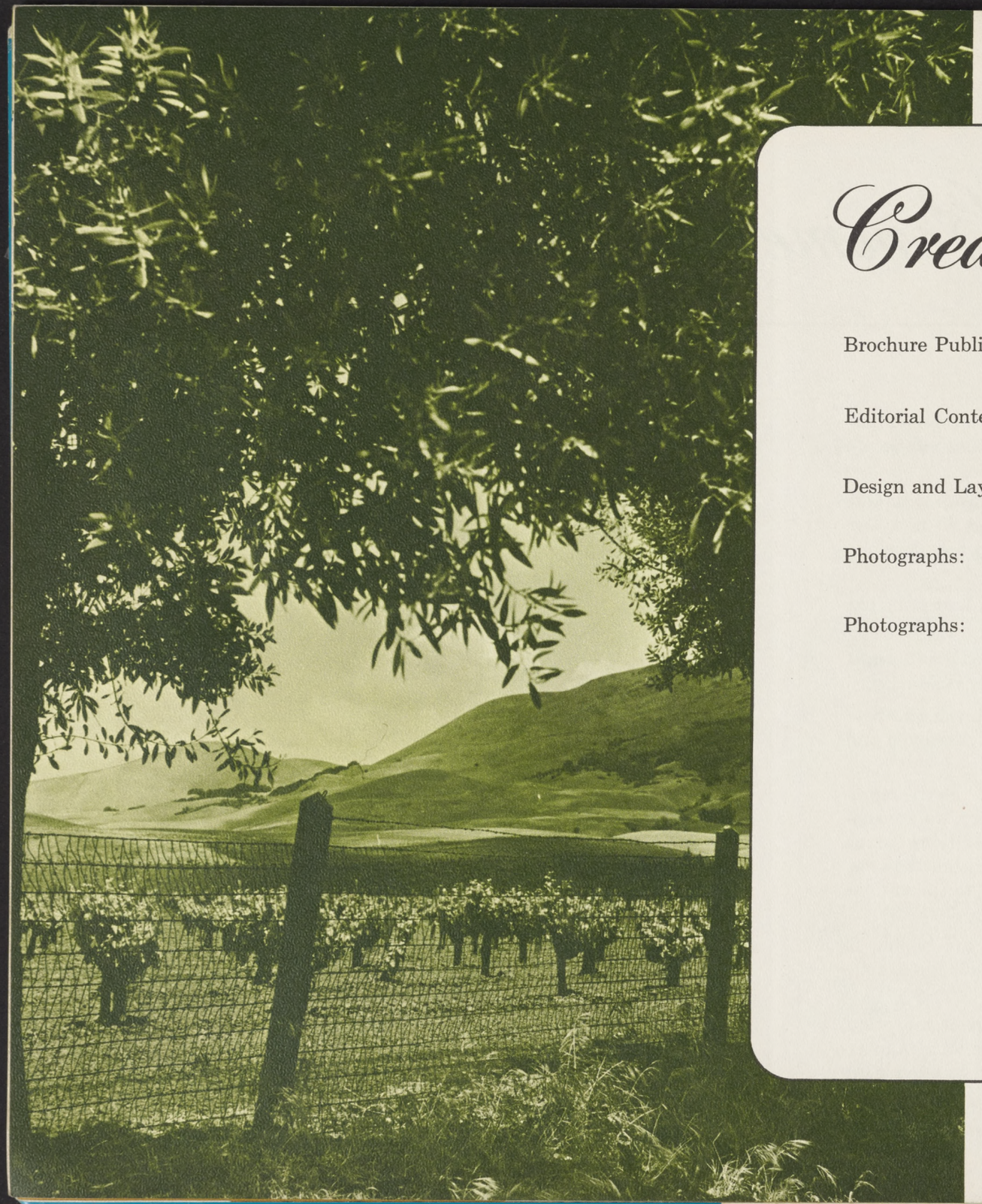
1. *Economic Development.* We are constantly working toward the attraction of new commercial and industrial activity.
2. *Civic Development.* We are also dedicated to the advancement of all phases of educational, cultural, recreational and general community and civic betterment.
3. *Study of and action on specific problem areas.* As the representatives of the Fremont business community, we are sensitive to the over-all business climate conditions which affect commercial and industrial operations within the area. Our Committee program is especially geared to the various aspects of business climate conditions.
4. *Advertising and Promotion.* Naturally, we are hoping to focus attention on our community in an effort to stimulate balanced economic growth.

The Fremont Chamber of Commerce is a service organization. We are dedicated to serving the business and general citizen interests within Fremont and to serving others who wish to know more about our community.

We would appreciate the opportunity to serve you. Please call on us.







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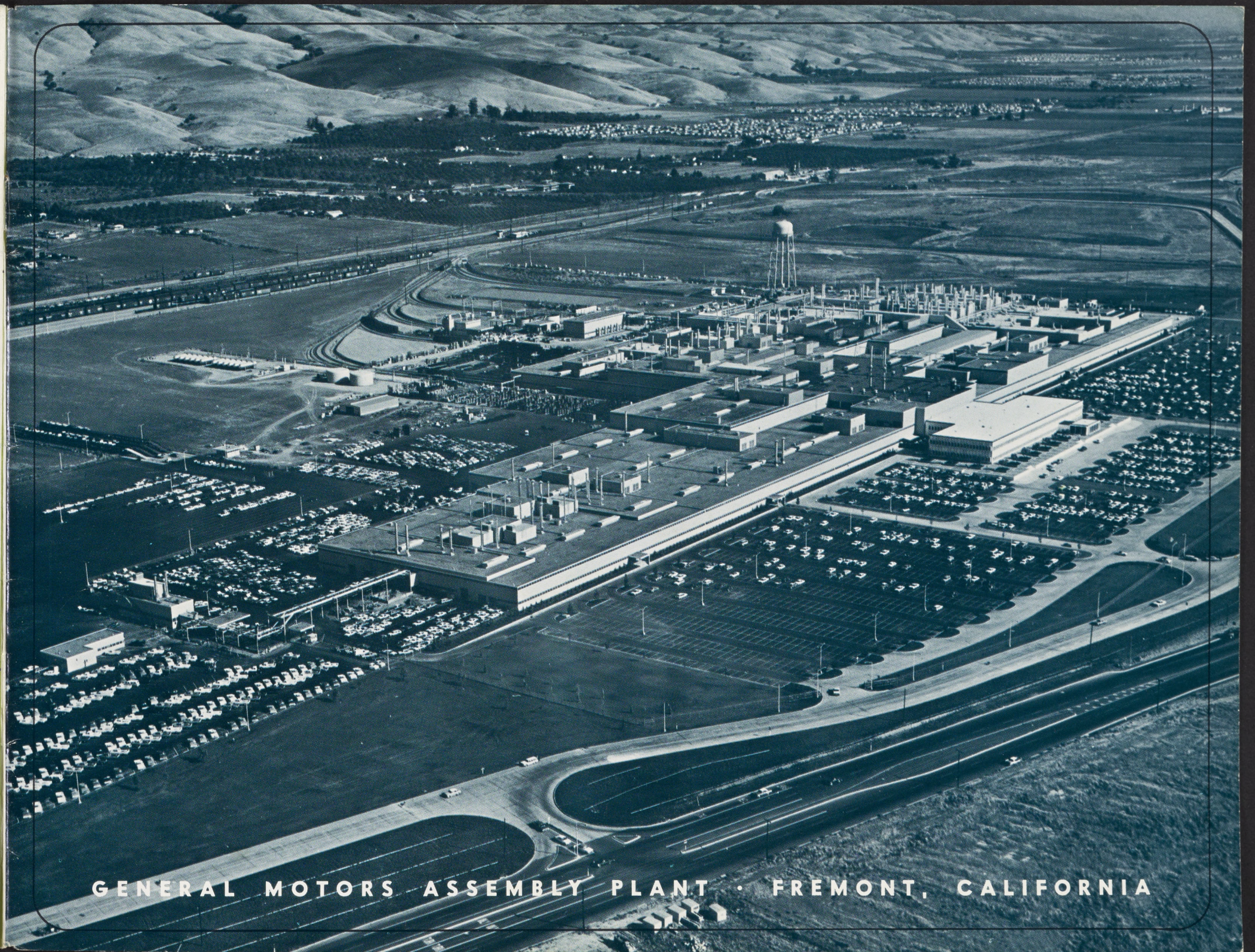
GENERAL MOTORS ASSEMBLY PLANT · FREMONT, CALIFORNIA

Fremont Hub

FREMONT'S SMART NEW SHOPPING HEADQUARTERS!

With 41 fine stores and services . . . Fremont Hub has brought modern new shopping convenience to the people of Fremont. Wonderful "one-stop" shopping — quality merchandise, wide selections, outstanding values, exceptional service and, to be sure, free and easy parking. Development of the second phase of construction is now underway . . . and this will more than double the size and facilities of The Hub. Like the rest of Fremont, the only way we are going is . . . forward!

FREMONT HUB SHOPPING CENTER
Fremont Blvd. & Mowry Ave.

A Development of
THE HAPSMITH COMPANY

Management
CENTER MARKETING ASSOCIATES
(415) 327-8030

Exclusive Leasing Agent
GUNN-MILLER COMPANY
Telephone 295-6226

PACIFIC COAST REVIEW

OCTOBER 1937

DuBouchett announces another New Campaign

The Biggest Drive Ever made to Make Sales for You!

FULL PAGE COLOR ADS IN NATIONAL MAGAZINES

LARGE ADS IN YOUR LOCAL NEWSPAPER

COLORFUL DISPLAYS

60 PROOF

WRITE

for this interesting complete presentation of the DuBouchett advertising progrem for fall, 1937. See how it will make sales for you! Don't delay!

DuBOUCHETT

MANY BLANC & CO., INC., CHICAGO, ILL.

GOOD FOR BABY

GOOD FOR MOTHER

Mothers, it is your sacred duty to keep fit and see that your children grow healthy and strong.

Here is a way how--a way discovered by the ancients and endorsed by modern science--use Olive Oil for the baby's daily massage and for your own diet. But be sure you use the purest and best Olive Oil you can get --and that is--

ARISTOCRATIC
IMPORTED VIRGIN
OLIVE OIL
"The Aristocrat of Olive Oils"

LEKAS & DRIVAS, 19-21 Roosevelt Street, New York

October 1937

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Front Cover Courtesy Stendahl Art Galleries

Pacific Coast Review
The Merchandising Magazine of the West

Published monthly by the PACIFIC COAST REVIEW PUBLISHING CO. An Independent Monthly Business Journal, devoted to Pacific Coast Distribution and Merchandising and pledged to the Advancement and Welfare of the Progressive, Independent Retail Grocers of the Western States.

Vol. 10 October, 1937 No. 10

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Contributions should be type-written and accompanied by a stamped and addressed envelope. While every care is taken of manuscripts, photographs and other matter submitted to the Editor, no responsibility can be accepted for delay, or for loss or damage from any cause. Changes of address effective fifteen days after receipt; old address as well as new must be furnished when change is desired. All advertising half-tones, electrotypes, stereotypes, mats and photographs must be furnished or paid for by the advertiser.

If it's good — we advertise it!!

FRESHNESS...
Builds Your Profits
WITH
MOTHER'S
CELLOPHANE
PACKAGED
CRACKERS

Customers like MOTHER'S modern idea of packaging crackers in Cellophane! They know the merchandise is *fresh* . . . they can see what they're buying. Let the MOTHER'S salesman display fresh crackers in your store every week and watch your cracker sales grow!

DISPLAY & PUSH THIS FAST—MOVING LINE

Mother's Sodas
Mother's Grahams
Mother's Soup Crackers
Mother's Cheese Wafers
Mother's (Butter-type) BITS

Always Fresh...Always Delicious

★

MOTHER'S CAKE & COOKIE CO.
San Francisco Oakland

The Editorial Desk

Plain Arithmetic

The wise retailer who features well-advertised brands is simply cashing in on the use of plain arithmetic.

In the first place, it is obvious that a retailer has to carry *some* kind of merchandise in each category; he has to carry one, two, or three brands of beer, several brands of soup, a good many brands of bread, etc. In the second place, since the choice of brands that he carries is left to his own discretion, he will choose the brands that will give him the most profit. And on that basis, he will carry well-advertised brands.

Why? Simply because the alert retailer is quick to see the advantages of cashing in on money spent by someone else on his own behalf. By carrying a well-known brand of beer, for instance, the retailer knows that a great demand has been created for that beer by thousands of dollars worth of consumer advertising placed by the brewer. That means quick turnover and fast profit. And so it goes through the whole list of items on a grocer's shelves.

It pays to feature well-advertised goods.

Report Violations

Laws now governing the liquor business in California are now very stringent, and in many cases violation entails criminal penalties as well as loss of license.

Many dealers are saying, "I comply with the law, but my competitors do not. That gives them a big advantage over me." These dealers would consider themselves "stool pigeons" if they reported violations of their competitors, but still they are made to suffer because such violations allow the lawbreakers to undersell the rest of the trade.

We don't think it is against the principles of fair play to report violations of the liquor laws. It is certainly the right of every American to protect his bread and butter.

There is an enforcement organization to prosecute violators of the liquor laws. It is up to everybody in the liquor business to let this organization know of any malefactions.

A New United States

When the depression (remember it?) first hit, the generally accepted theory was that it was just one phase of a business cycle, and that in the course of a year or two the country would be back on its feet and doing business in the same old way.

Most of us, however, failed to take into account that fundamentals have changed in the last decade or two, and that in addition to the slump in the stock market, certain other factors also were indicative of a major shake-up in our economic life. The failure of business to come out of the crisis in the usual length of time was proof that there were issues involved beyond operation of the laws of supply and demand.

The fact is, this country has come to the end of the pioneering stage, which started in 1776 and ended in 1929. With no more frontiers left to exploit, and no more free land for settlers to reclaim from the wilderness, we are faced with the necessity of more intensively cultivating the resources we have, rather than to seek new fields.

The pioneering era is over. From now on, our goal will be to build up efficient industries and a highly cultured civilization within the lines that have already been staked out.

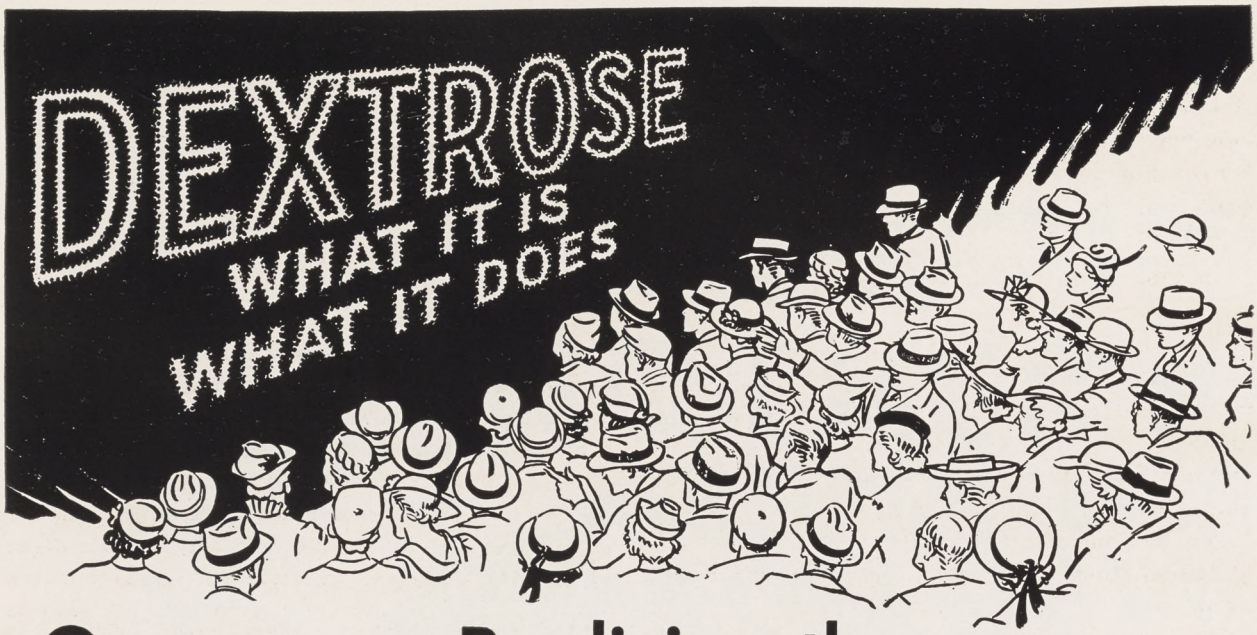
"Too Much Legislation"

Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., sounded the keynote of many sound-thinking business men when he addressed his organization last month.

"Do we want to establish business on such a basis, where we must have a lawyer constantly at our elbow in all our dealings?" he asked. "Or, are we still men with enough ingenuity and courage to fight our own battles?"

Mr. Willis went on to say that "business must have its laws just as baseball and football must have their rules. But I raise the point that we are getting too many laws, many of them poorly drawn and difficult to interpret, with resultant confusion and non-compliance."

Western business men, harrassed and confused by so much regulation, sound a heart-felt "Amen!" to Mr. Willis' sentiments.



Grocers are Realizing the Importance of Dextrose in Karo

HOUSEWIVES throughout America have shown their appreciation of the high content of Pure Dextrose in Karo by making it the biggest selling and fastest selling Table Syrup everywhere. They call it "The Table Syrup of Quality".

THE DEMAND FOR KARO FOR INFANT FEEDING WAS STIMULATED BY DOCTORS WHO KNOW WHAT DEXTROSE IS AND WHAT IT DOES. DR. DAFOE SELECTED KARO FOR THE QUINTS (SEE BELOW).

To freshen up on the subject of Dextrose, its value in Karo, we repeat here what we tell constantly to housewives in all Karo advertising:

Dr. Allan Roy Dafoe says:
"Karo is the only syrup served to the Dionne Quintuplets. Its maltose and dextrose are ideal carbohydrates for growing children."

DEXTROSE is called "muscle" sugar by doctors. It is "fuel" for the body. It gives energy, helps to banish fatigue, to stimulate activity. Your own doctor will tell you that every moment of your life, to breathe, walk, talk, yes, even to think, your body uses Dextrose. *It is the most important form of food-energy known to medical science. Dextrose is promptly absorbed by the body—IT NEEDS NO DIGESTIVE ACTION.*

Corn Products Refining Company, 17 Battery Place, New York, N.Y.

Labor Sold Out

Again Pacific Coast shipping went through the mill of labor trouble. This time, however, the question was not whether the workers should have better conditions. The question was, should this labor leader or that labor leader have control of the workers?

In short, industry was asked to mark time while labor executives fight among themselves for power.

The solution of the CIO-AFL fight is so easy and obvious that a grade school student could figure it out without difficulty. It would be a simple matter to let each union vote on affiliation. If the majority in a certain union wanted CIO membership, then the union would tie itself up with the Lewis faction. If the majority wanted A. F. of L. affiliation, then the union would join the Green group.

The reason why this solution is not taken is also obvious. As in any corporation, certain men have worked up to positions of responsibility, importance and high salaries in the A. F. of L. organization. Naturally, if the membership roll of the A. F. of L. is limited, these men would lose their chance for further advancement.

Similarly, the guilding spirits of the CIO would increase their power by increasing the number of men in their organization.

The issues behind the present shipping disturbance are as simple as that.

Thus, Pacific Coast industry is asked to take another beating, and the workers are asked to jeopardize their wages, while high salaried labor czars battle for the chance to smoke 50-cent cigars rather than 25-cent ones.

Labor is being sold out by the men to whom the workers look for unselfish leadership. It's time labor did some house cleaning inside its own ranks.

Steady Gain

Business continued its steady upward trend during August, the monthly report of the San Francisco Chamber of Commerce discloses.

Highlights of the chamber bulletin are: general index at 126.2, compared to 123.7 in July and 121.9 last August; building permits numbered 525 and amounted to $2,036,872, which was 20 per cent over last August; commercial failures totaled 16; bank debits were 8 per cent above August, 1936; employment in manufacturing industries dropped 3.7 under last year; retail trade was identical with August last year, but the total for the first eight months is up 5 per cent over the first eight months of 1936.

Subway Plan Premature

San Francisco voters will be asked to decide an important question on November 2. In voting for or against Proposal No. 1, the taxpayers will be deciding the fate of the proposed subway system, involving subways under Market, Mission and Geary streets at an estimated cost of $49,250,000.

There are a good many questions involved: In the first place, $49,250,000 would have to be raised in a bond issue, and then paid off in taxes; secondly, there is a question of whether this is the best way to solve the Rapid transit problem; thirdly, there is the matter of messing up a considerable portion of the downtown area for years to come while the subway is constructed; and last, there is considerable doubt that the $49,250,000 will really be a sufficient sum to complete the project.

While San Francisco needs Rapid Transit, we believe that the present proposal is not the right solution to the problem. We join with a majority of the merchants of San Francisco and with the recently formed Citizens' Committee in our opinion that this proposal is not for the best interests of San Francisco at the present time.

Livestock Exposition to Be Part of 1939 World Fair

While the buildings of Treasure Island spring up like mushrooms to house the 1939 World Fair, a different kind of building, but just as important, takes shape in Visitacion Valley, on the southern edge of San Francisco. It is a pavilion of steel, glass and redwood, said to be the largest post-less arena in the world.

In conjunction with the World Fair, a livestock exposition will be held in the building which is now under construction, and the building will be left standing for a permanent show.

Present plans call for the expenditure of $3,500,000 of federal, state and county funds. At present, a lively fight is in progress over just what the participation of the World Fair will be in the livestock exposition.

The arena will seat 10,000, and a redwood sounding board in the roof will provide acoustics said to rival the Tabernacle at Salt Lake.

The humorous nickname of "Cow Palace" applied to the building by a newspaper man has stuck and is now common usage for the project.

PIONEERS *in Quality*

FORTY YEARS AGO S&W pioneered the ideal of marketing a complete line of food products that always would be recognized as "consistently the best," thereby blazing a trail of quality that today reaches the very ends of the earth.

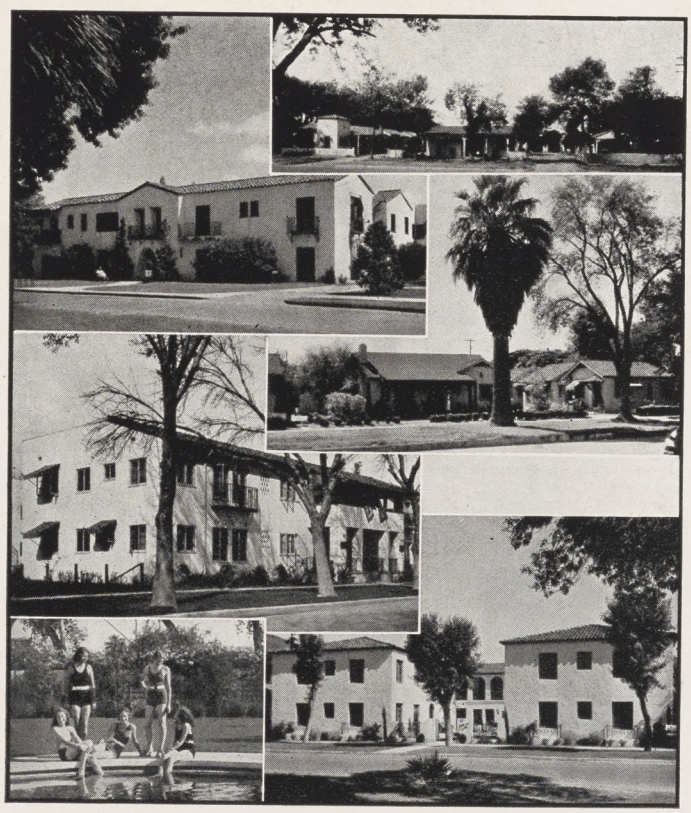
Quality foods make happy, satisfied customers return again and again. For increased sales and profits, feature, display and recommend S&W Fine Foods, S&W Mellow'd Coffee and S&W Tea.

S and W FINE FOODS, INC.

SEATTLE SAN FRANCISCO OAKLAND LOS ANGELES NEW YORK

Phoenix — Frontier Town of America

THERE are few frontiers left in America. There are practically no undiscovered portions of land, and development of land has taken place to a high degree in all sections of the country. Upon the heels of land frontiers and development comes the frontier of commerce. Some sections have not sufficient natural resources and potentialities to be conductive to development. Other parts of the country have manifold advantages for commerce, industry, and good living, and most of these places have been developed accordingly. For the young person with creative ability adventurous spirit, and a real "will to do," the actual "frontiers" are closing. There are, however, some of these still left, and Phoenix, with a population of 117,765 in the metropolitan area, is one of them. Sunshine and the proximity of irrigation and rich mineral deposits have made the city's astounding growth possible.



Scenes in Phoenix, Arizona

"Baby State" Grows Up

Phoenix, a modern thriving city just awakening to its possibilities, is the capital city of Arizona. Uncle Sam waited till February 14, 1912 to annex Arizona, the last of the States to be annexed to the Union. The "Baby State" she is often called, but she is growing up. Arizona leads all states in the production of copper; is second among the states in production of cantaloupes and lettuce, and has in many seasons, led all states in acre-yield of alfalfa, cotton, wheat, grain, sorghums, and other products. The state produces citrus fruit, particularly grapefruit, of high quality, which is sent to the markets of the world, principally those of Los Angeles, San Francisco, and Seattle. Production of dates is increasing. Pima cotton, the only long-staple cotton grown in America to any extent, is grown here. About 75% of the agricultural development of the State is in the Valley of the Sun.

Beef raised under the Arizona sunshine is without peer. Cattle graze in expansive fields and are fattened on luscious alfalfa and a by-product of cottonseed. When ready for consumption, this fine, first grade government inspected beef is shipped from Phoenix to Pacific Coast markets.

Ideally Healthful Climate

Phoenix has an ideally healthful and stimulating winter climate with very little wind, extremely low humidity, no snow, practically no fog, and a moderate altitude of 1080 feet. This is one of the driest areas on this continent. The annual rainfall is less than eight inches. There is no rainy season. Yet the marvelous resources that have been developed by harnessing streams and storing the water for irrigating rich land and producing hydro-electric energy has made this section one of the most desirable and productive agricultural areas in the United States. Sunshine is an outstanding feature of the Valley's climate. According to a Sunshine Map of the United States, the sun shines on 84% of the 365 days of the year.

Cointrary to some opinions, the humidity of the Salt River Valley has not been increased by irrigation. The figures, as shown by the records of the United States Weather Bureau during a period from 1906 to 1930, prove conclusively that increased irrigation has no influence over humidity.

Scenery Unsurpassed—Rich in Legend

Phoenix and the Valley of the Sun surrounding the city is truly a paradise. No spot can claim more

CASH IN ON CRISCO'S BIGGEST CONTEST

GOT plenty of Crisco on hand? You'll *need* plenty during October and November. For the first of six big weekly Crisco contests is due to break October 4. And every week from then on until the week of November 8, you'll get lots of action on your Crisco sales from new and old customers who will be out to win the handsome prizes.

THESE BIG PRIZES EACH WEEK FOR SIX STRAIGHT WEEKS

First Prize . . . . . **$1,000 CASH**
10 Prizes . . . . **$100 CASH EACH**
200 Prizes . . . . **WESTINGHOUSE ELECTRIC ROASTERS***

*Includes: Westinghouse Electric Roaster and attachable Broiler-Grid. (It roasts, bakes, stews, grills, fries, broils, toasts.) "Adjust-o-matic" heat, accurately holds 150° to 550° F. Porcelain inset pan holds 20-lb. roast. One 4-qt. Glasbake dish and two 2-qt. Glasbake covered dishes, shown above. Lifting rack. Broiler-Grid fries eggs, pancakes, etc . . . attachment underneath broils steaks, etc. Works on AC or DC current.

Total Value Prizes Each Week . **$8,580**

GRAND TOTAL $51,480
For Six Weeks

SIMPLE CONTEST RULES

No great mental strain to enter this contest. Contestants simply finish this sentence in 25 words or less:

"I like the New Super-Creamed Crisco because. . . . . ."

And each sentence-ending must be accompanied by the outside wrapper from a can of Crisco. (*Any size*)

SIX CHANCES TO WIN

Urge your customers to enter each weekly contest. That gives them six chances to win the big prizes and gives you more opportunities to win extra Crisco sales and profits.

It will pay you to keep Crisco prominently displayed throughout the entire six weeks' contest period. You can do it best with the special display material—with entry blanks attached—which your Procter & Gamble salesman will gladly furnish.

STRONG ADVERTISING SUPPORT

The October issues of McCall's, Woman's Home Companion, Ladies' Home Journal, Good Housekeeping, Better Homes & Gardens, Parents' Magazine—and November True Story—will announce this biggest Crisco Contest. And Crisco's nationally popular radio team—Vic and Sade—will boost the contest regularly over their daily programs during the contest period.

CRISCO

PROCTER & GAMBLE · CINCINNATI, OHIO

wonderful scenic attractions, points of historical and ethnological interest, and novel and world-famous trips. Good roads lead from Phoenix to a wealth of beauty, mystery and allurement.

Auto trips from Phoenix in any direction are unusual and historical. Pueblo Grande ruins, where once dwelled a pre-historic tribe, are only four miles from the heart of the city. Apache Trail is a beautiful scenic highway to follow. The road is made through rugged mountains, along picturesque cliffs, on the side of deep canyons and emerges at Roosevelt Dam, one of the greatest of modern engineering accomplishments. Approximately forty miles from Phoenix is Superstition Mountain, home of the legendary Old Dutchman Gold Mine. This mountain is physically as mysterious and eerie as the stories which are told about it.

Outdoor Sports Entire Winter Season

Every outdoor sport is enjoyed during the entire winter season. The weather is ideal for golf. There are five delightful 18 hole courses which are open to visitors. In addition to golf, excellent tennis courts, polo fields, and unique desert bridle trails are inviting. Less than half a day by motor brings pine forests, trout streams, and a sportsman's paradise of wild life—deer, bear, wild turkey, doves, quail and white wings, in season, of course. The sunny outdoor pools, maintained by many resort hotels, furnish excellent swimming facilities. The fetes and fiestas of the Indians, the real Western rodeos and "chuck wagon" picnics are always exciting.

Picturesque Indians

Indians in the southwest are less far-removed from their wild and primitive state than any Indians in this country. Arizona has more full-blood Indians than any other state in the Union, and is the home of one of the largest and most picturesque Indian tribes in the United States—the Navajos. The warlike Apaches are natives of this state, as well as the peace-loving agricultural tribes, Pimas, Hopis, and Papagos.

"Dude" Ranches De Luxe

Dude ranching is one of the most unique and typical diversions offered visitors. Vast ranches spread for hundreds of miles over expansive desert-land dotted with adobes, mesquite, chapparal and cacti, yet the accommodations and cuisine are as fine as that to be found in any of the country's leading hotels. The "wild and wooly" West is handed to the "dude" in a nice, clean and comfortable manner. Dude ranching is now a regular business, just as any other kind of business. In twenty years, it has grown from a few small scattered places deriving only a small income, to the hundreds of well-organized ranches handling thousands of dudes annually, and like any other commercial venture, if well managed, showing a good profit.

The Valley of the Sun with its natural resources, rich lands, climatic advantages, irrigated empire and vital youth is truly a real frontier—developing, thriving, and with the depth of its potentialities yet unsounded.

100 FINE FOODS 100

Over a hundred canned foods that taste like they were prepared in the housewife's own kitchen! Build steady sales and profits with this quality line.

BELLEVUE FOOD PRODUCTS, LTD.
112 West 9th St. Los Angeles

Trans-Bay Union Agreement

An agreement affecting 5,000 food store employees in Alameda and Contra Costa counties was concluded last week between the American Federation of Labor-affiliated grocery clerks' unions and the Alameda County Retail Grocers Association. The agreement fixed wages and hours, and left it up to the union to enforce a uniform closing schedule.

Opposition is expected to the closing hour phases of the agreement, and Andy Williams is active in a fight to nullify the uniform closing.

Columbus, Ohio.—Twenty-seven cases of housemaid's knee were reported to the State Bureau of occupational diseases last year—and 25 of the 27 sufferers were men!

Lucky Lager has only one quality . . .

THE BEST

When you sell Lucky Lager you not only make profits, you make *satisfied customers* . . . for Lucky Lager is beer at its best!

GENERAL BREWING CORPORATION
San Francisco - Los Angeles

"ONE OF THE WORLD'S REALLY FINE BEERS"

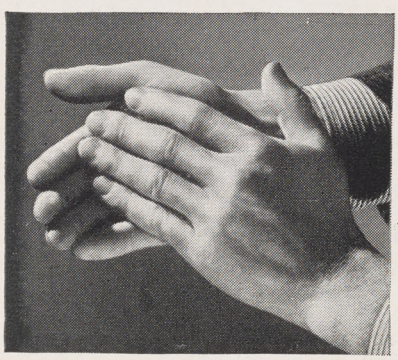
Hello, Everybody!

This is Kate Smith going on the air for Calumet and Swans Down

A NATURAL COMBINATION! Calmuet Baking Powder goes with Swans Down Cake Flour like sailors go with the sea. They're natural companions to merchandise together!

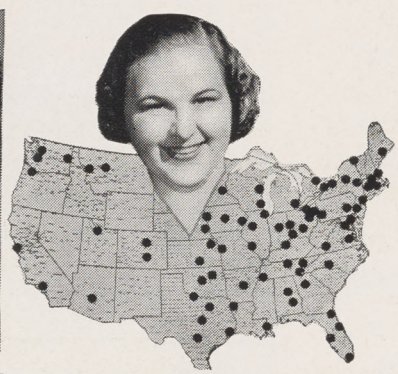
AND WHO BUT KATE SMITH is the 100% natural radio star to promote these twin products! Hearty, homey, loveable Kate Smith—whose enthusiasm and sincerity have made her one of the greatest sales getters in the history of radio!

Just read what Kate, herself, says: "The grocery business is not new to me! And, say—if I can't go out and make women want to bake more muffins, biscuits, waffles and cakes in their own homes than they have ever done before, well . . . well, then my name isn't Kate Smith."



A WOW OF A SHOW! Kate Smith presents for Calumet Baking Powder and Swans Down Cake Flour a fast-moving, full-hour show that is dead sure to be a hit. It's a sparkling, live-wire program with comedy, drama, music, and songs—all tied together by the charming personality of Kate Smith.

Jack Miller and his orchestra will offer new musical arrangements and old favorites. And of course, there will always be Kate Smith's inimitable singing . . . Master of Ceremonies Ted Collins, a brilliant mixed chorus, and a succession of guest stars, novelties, and surprises.



EVERY THURSDAY EVENING
COLUMBIA
COAST-TO-COAST NETWORK
(See your paper for time)

More than 70 stations, covering every distribution area of Calumet and Swans Down, will broadcast Kate Smith's great, new program. Virtually every territory will feel the impact of this radio show.

How to make the Kate Smith Radio Show build sales for you

1. Build up your stock of Calumet Baking Powder and Swans Down Cake Flour. Kate Smith's program will move these products off your shelves every month, right through the year.

2. Display Swans Down Cake Flour and Calumet Baking Powder. Your General Foods salesman will gladly provide you with striking window posters and store displays.

3. Feature Calumet Baking Powder and Swans Down Cake Flour in newspapers and in handbills.

MERCED

MERCED is a thriving city of 10,000 progressive people. It is the county seat of the State's most highly diversified county. It is the all-year, all-weather gateway to Yosemite Valley. It is the trading center of a farm area, the annual income of which approximates $31,000,000.

In point of time it is only a few days, but in the matter of progress it is a millenium, since Senor Moraga and his cabaleros, after a heartbreaking ride across the treeless expanse of the Great Valley, watered their famished horses and slacked their own burning thirst, in that cold, crystal stream which they named, in their gratitude, "The River of our Lady of Mercy"—Mercedes.

Harvesting Peaches in Merced County

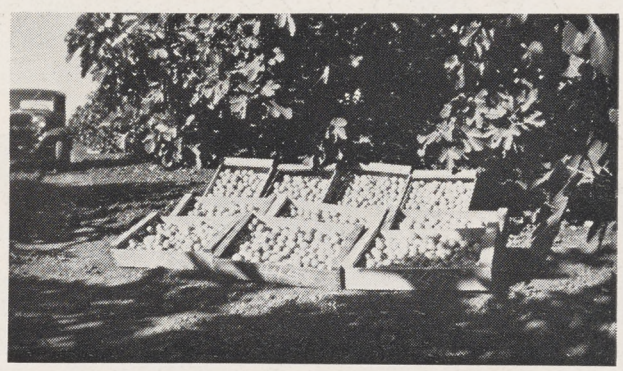
In what was then the sagebrush carpeted playground of jack rabbits and coyotes, there now spreads the fertile green of million dollar crops. This verdant plain is webbed with paved roads and canals flowing bank full with the life giving melted snows of the high Sierras. Modern homes, the happy symbols of a present prosperity, mark the thousands of farmsites in Merced County.

Diversified Agricultural Center

Merced County holds the high distinction of being the most highly diversified agricultural county in the State, producing a greater variety of volume pay crops than any other county. Heading the list, she has nine major sources of farm revenue, each of which delivers a return equal to, or in excess of, one million dollars per year. Her butterfat, her livestock, her poultry, her alfalfa, her peaches, her cotton, her barley, her grapes, and her figs, each of these delivers a million or more dollars each year to her farmers.

Merced holds third place among the dairying counties of the State. Her west side, known as the Holland of California, is the chief milk and alfalfa area whose highly fertile soil and thousands of Holstein cows produce about half of the county total of $10,000,000. Her factories convert this flood of milk into cheese, butter, casein, canned milk and poultry feed.

Her orchards are among the country's best and most prolific bearers. Merced is the home of the world's largest peach orchard, and is headquarters for the famous Kadota fig. Some of her almond orchards produce close to two tons to the acre. These contribute an approximate $3,000,000 to the annual revenue of Merced County farmers.



Kadota Figs, Merced County

Cotton, with a 1937 acreage of 44,100 and an established yield of 473 pounds of lint to the acre, promises a current crop pay off of $2,500,000.

Poultry and livestock will put another $2,000,000 into this year's county income.

Her many varieties of grapes will produce a return of $1,500,000, a portion of this coming from the world's largest seedless raisin vineyard.

And these are only the headliners out of the great array of her agricultural money makers. A fertile and varied soil, abundant water and widely diversified crops deliver year 'round prosperity to Merced County.

Growing Cotton in Merced County

In addition to this, her minerals, her tourist income, and her industries account for other millions of yearly revenue.

And the pivot of this productive area is the city of Merced.

.....the Del Monte PANTRY PARADE

HEADING FOR YOUR TOWN NOW, TO START A REAL "PARADE" OF CANNED FOOD SALES—ACROSS YOUR COUNTER!

Are you ready? All set to swing your canned food sales into double time?

Then it's "Forward, March!" . . . with the DEL MONTE "Pantry Parade!"

It's forming now, with every handy menu-helper in the whole wide DEL MONTE line "on review." Ready to parade across *your* counter and into your customers' pantries!

You know yourself how these DEL MONTE merchandising events have rolled up canned foods volume. This one just naturally fits into *any* fall canned foods event.

Selling support? . . . Plenty of it! Full-color pages in the American Weekly and This Week, October 24th. Other strong, special advertising . . . October 20th to November 20th. *Plus regular* advertising on the leading DEL MONTE varieties . . . in the very magazines *your* customers read most!

And remember . . . this is just the *first* big event in DEL MONTE's new *regular* merchandising program! Built especially to keep *your* DEL MONTE sales humming . . . right through the season.

Whatever other brands you carry . . . plan now to give DEL MONTE *special* display and attention from October 20th to November 20th. And join the parade to *extra* canned foods volume!

You'll Want This New Store Material

Pantry Parade window posters, store banners, price markers, all packed in handy sets. Order from any DEL MONTE representative . . . or direct from California Packing Corporation, San Francisco, California.

THE SEASON'S FIRST *Del Monte* SELLING EVENT

OCTOBER 20th TO NOVEMBER 20th

Merced Founded in 1870

Merced, which in 1870 began her career as little more than a flag stop on the new railroad, broiling in the flat expanse of wheat fields and cattle ranges, is today one of the beauty spots in the State's great food basket, the San Joaquin Valley.

Her business district is modern and well kept. Her wide paved streets are bordered with towering trees. Her attractive homes are framed by green lawns and trim shrubs. Her public buildings, both in design and care, bespeak the progressive spirit and the pride of her people.

Her business enterprises supply the demands of a large territory. Merced is the trade center for both Merced and Mariposa Counties, with a combined population of approximately 50,000 people.

Key Point for Tourists

She is one of the key tourist points. Merced is the all-year, all-weather gateway to Yosemite Valley. She is one of the central stopping points on Highway 99. She is an eastern terminal for the Pacheco Pass travel. She is served by two transcontinental bus lines, and by two major and two secondary railroads. Her facilities for serving her tourist visitors, and her revenue from that source, are in keeping with her favored position.

Her hotels carry a full range of accommodations and service. Her numerous auto courts are of the best. Merced has fifty-one eating places, doing a business of approximately $2,500,000 each year.

Residential Street in Merced

The tourist income is conservatively estimated at $1,500,000 annually. This tourist trade is partially accounted for by the fact that the smooth and spacious 80-mile Merced-Yosemite Highway is the only road to Yosemite open for safe, comfortable travel every day of the year.

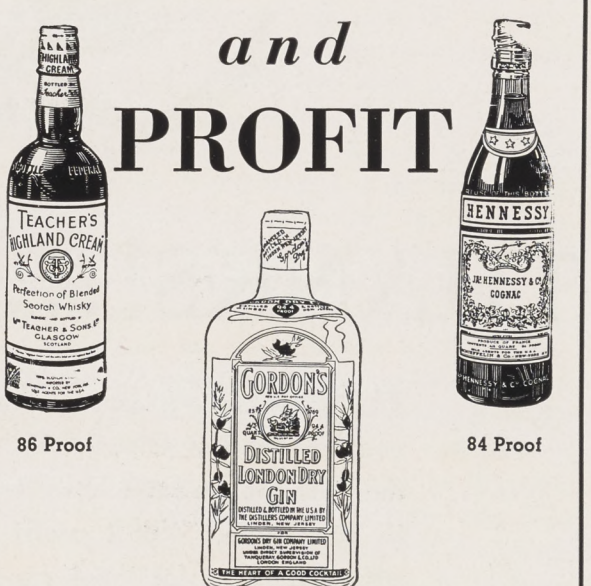
The favorable position which Merced occupies, both in local trade and tourist patronage, gives her the phenomenal annual per capita retail sales figure of $1,150. By comparison, the average for the rest of the San Joaquin Valley is $407 per year.

Merced Looks Ahead

The necessary brevity of this picture of Merced leaves a large portion of the story untold. The foregoing figures appear to indicate that her destiny is matured. However, they tell nothing of the open mind and the progressive spirit of her people. They do not mention the multiplicity and the volume of her resources that remain to be developed. They have left unmentioned those forces which are at work today, the goal and the end of which will be the growth of a community of a size and activity commensurate with the combined total of today's and tomorrow's resources.

Merced today is a growing, thriving city of 10,000 progressive people. Merced tomorrow will be a thriving city, grown to a size and trade position equal to the vision of those who know her potentialities.

Feature
The Leaders
for
TURNOVER
and
PROFIT



86 Proof

84 Proof

94.4 Proof
100% Neutral Spirit distilled from grain

PARROTT & CO.
San Francisco - - - Los Angeles

GREETINGS from GLOBE MILLS

THANKS!...MR. GROCER

GLOBE MILLS appreciates the spirit of friendliness and cooperation you have shown Globe "A1" Products. We'll continue to make the best line we know how, backed by advertising, and priced right to the trade. You'll profit . . . we'll profit . . . the customer will profit . . . for there are five Globe Mills in California, giving employment to thousands, paying taxes in our own state, buying grain from farmers, and generally contributing to industry and prosperity where we all do business and make our living.

Selling America To Americans

By GEORGE CREEL

Federal Commissioner, Golden Gate International Exposition

IN his new role as one of the world's most adroit showmen, Uncle Sam spends a great deal of time and money educating his children in the functions and processes of his government, as well as instructing them in his rich historical background. It is upon this latter phase that the greatest emphasis will be placed at the 1939 Golden Gate International Exposition on San Francisco Bay. For this purpose a government appropriation of $1,500,000 has been made. Before discussing, however, what Uncle Sam is going to do in this great World's Fair of the Pacific, we might begin by reviewing what the government has already done. In the first place, WPA and PWA funds totalling $6,250,000 were allocated for the construction of the midbay site, an expenditure which was justified because of the permanent purpose of Treasure Island, to be used, after the Fair closes, as a great municipal airport. Placed midway between San Francisco and Oakland, the value of the island to air traffic is obvious; it is, indeed, one of the very few airport sites in the world located in the center of a vast metropolitan area.

George Creel

This airport is also of great potential value in case of national emergency as a base for sea and land planes of the Army and Navy. Thus Uncle Sam has a decided interest in the construction of Treasure Island, which will be both an asset to civil aviation and a possible unit of national defense.

But this is not the same interest as the one which prompted an appropriation of $1,500,000 for a government exhibit. This will be a dramatic and instructive interpretation of the part that the westward tide has played in the development of the nation. The site for the Federal Building has already been selected. It will be grouped with the California State Building and with the Palaces of the Pacific nations — an appropriate association when you consider the Exposition's Pageant of the Pacific theme.

In working out the plans for the expenditure of the Federal appropriation, we have tentatively allocated $450,000 for the building itself. Administration will cost $150,000, and $100,000 will be held in reserve for unforeseen contingencies. The balance—$800,000—will be spent on exhibits.

The site contains seven acres, and thus we do not have to worry about space. As for the architecture, it is impossible as yet to say definitely what its type will be. This rests somewhat with the Procurement Division of the Treasury Department, which will have charge of construction. One thing, however, upon which we will insist is the employment of Western architects and contractors.

Every possible foot of the wall space in the Federal Building will be covered with great murals, dramatizing the history of the West, and indicating the effect of the westward surge upon the life of the nation.These murals will be the work of American artists, who have developed a technique and standing in the last few years which competes with that of the best of European muralists. To obtain the best American work available, we have in mind a national competition open to every artist and judged by American masters.

The highlight of the Federal Building, in keeping with the Western theme, will be the Indian exhibit. This will be by no means the usual thing. We mean to show, not the tawdry Indian village of many past expositions, but the living story of the Indian's creative and inventive abilities, his artistic and cultural achievements. From the hunters of the plains and the fishermen of the Northwest to the corn planters of the pueblos, we will portray the rise of individual civilizations from the basic foundations of the land and its resources.

Dance festivals will be presented as dramatic illustrations of specific phases of tribal life. We will, of course, draw in the ancient Indian civilizations of Peru, Mexico and Guatemala, in as much as they have a bearing on the culture of the Indian living within our national boundaries. A great court for games and ceremonials has already been planned, and I am confident that what we do will have color, beauty and dramatic interest, as well as a tremendous social significance.

READ THIS WONDER BREAD VITALITY STORY. IT'S BRINGING BIGGER BREAD BUSINESS TO GROCERS!

GIRLS... GAIN THE NATURAL ALLURE OF VITAL CHARM... LET THIS WONDER BREAD "VITALITY PLAN" HELP YOU!

HAVE YOU A RADIO IN YOUR STORE?

Tune in

"PRETTY KITTY KELLY"

MONDAY THRU FRIDAY

CBS STATIONS, 12:15 P. M.

WHY IT WILL PAY YOU TO FEATURE THIS FAMOUS LOAF

To date, 250,000 women have made the 1-2-3 comparison test in grocery stores to determine which bread is best in texture, appearance, flavor.

Of this number 222,000 (or 5 out of every 6), chose Wonder Bread, as the one best!

Since 5 out of every 6 women who make this test prefer Wonder Bread, why not recommend *this* loaf to *your* customers? Grocers who have done this tell us it has increased their business.

When you consider the tremendous preference already shown for Wonder Bread and the advertising we are doing to swing even *more* women to it, don't you agree it will pay you to give this preferred bread preferred position on your rack? It won't cost you anything to do, and it can give you extra bread sales, and more steady bread customers.

The Happy Wonder Bakers

CONTINENTAL BAKING CO., INC.

After studying the records of past World's Fairs, I have reached the conclusion that never before has the government had a real cohesive exhibit. Funds have been divided up among the various departments and agencies, and each has dashed off to get up a little show of its own. These tended too often to run to charts and maps and masses of statistics. This is not the type of exhibit which we plan for the Golden Gate International Exposition.

Before leaving Washington I had a long talk with the President, and the one thing on which we were solidly agreed was this: we will have a real United States government exhibit that will be the last word in color and drama. No graphs and no statistics. No matter how important the work of a department may be, if the story can't be told dramatically and entertainingly, then it's out.

There probably will be a motion picture theater in the Federal Building. In this, every agency of the government will be invited to submit its feature films and its shorts, and out of the lot we'll pick those that lend themselves to the preparation of attractive programs that will be changed from day to day.

Department heads in Washington—and I have seen them all—not only look on our Exposition as a chance to show their varied wares, but as an opportunity to express their liking and admiration for San Francisco and California. As for the President, I have never seen him but what he pours forth a flood of ideas for making San Francisco's Exposition the greatest in the history of the world. One might almost think that he had been born and bred west of the Rockies.

One thing that we can absolutely assure the people of San Francisco, of California—and of the world—the Federal government's exhibit at the Golden Gate International Exposition will be neither dull nor statistical. It will be a living drama of the growth of a nation.

Air Conditioning Produce Stands an Innovation

Every groceryman owes it to himself to investigate the Christensen Air Conditioned Downdraft Produce Stand.

At the Retail Grocers and Merchants Convention at Del Monte, September 20, 21 and 22, vegetables were placed in this stand on Sunday morning and when removed on Wednesday, had retained their freshness and flavor. After removal from the stand the vegetables did not wilt nor spoil.

An investment in these fixtures will mean money in the pocket of every retail grocer.

A letter or card directed to J. V. C. T. Christensen, Jr., manufacturer of these wonderful air-conditioned produce stands, 921 Transamerica Building, Los Angeles, will bring full particulars. Branch offices are located throughout the territory.

DuBouchett Sales Staff

A group of DuBouchett Territory representatives gathered in Chicago for sales convention announcing plans for fall and winter campaign. This meeting also provided first opportunity for most of men to see DuBouchett plant. The enthusiastic approval of the new campaign and facilities indicates a big DuBouchett season.

It is more important to make a permanent friend for the store than to make a transient sale.

Small Department Earns Big Profit!

Is your Bird Seed Department earning enough for you. It should be one of your profitable small departments! Stock 1 foot of shelf with Robison's Red Label Bird Seed—and watch turnover and profit grow! Robisor's Red Label is better 3 ways!

Order from jobber.

ROBISON'S RED LABEL BIRD SEED

Ansel W. Robison, 40 O'Farrell St., San Francisco

Attractive, eye-arresting 24-sheet posters are urging your customers to

SEASON WITH LESLIE

. . . IT'S PURE IODIZED OR PLAIN

SUCCESS IS WRITTEN ALL OVER THEM

A CHOICE BLEND OF TURKISH AND DOMESTIC TOBACCOS FOR SEVERAL CENTS LESS

Brown & Williamson products bring you the biggest profit in all lines and prices. KOOL is the largest-selling 15¢ mentholated cigarette. Raleighs now sell at popular prices. Viceroys are 15¢ and have a new, improved filter tip. Wings are a high-quality 10¢ cigarette. Avalons are a superior blend for "a few cents less." Sir Walter Raleigh Smoking Tobacco is 15¢ and famous for its mildness. Target is a grand blended cigarette tobacco for 5¢ and 10¢. Dial is a smooth Burley-Blend smoking tobacco. Bugler is a blended cigarette tobacco for 5¢ and 10¢. And Golden Grain and Old North State are bags of roll-your-own tobacco in 5¢ and 10¢ sizes

38th Annual Grocers Convention Most Successful Ever Held

RECORDING the largest registration of delegates in its entire history, the California Retail Grocers Association recentbly brought to a close their 38th Annual Convention at Del Monte. It was the most successful convention from every standpoint. Besides the increased number of retail grocers attending, there were more ladies present than ever before.

Many Out-State Delegates Attend

Los Angeles, with its record-breaking crowd of some sixty-two members, journeyed to Del Monte on the Streamliner "Daylight Ltd." and returned the same way.

From Portland, Secretary G. J. McPherson, Secretary of the Oregon Grocers Association brought thirty of his members, the largest delegation ever to attend the California Grocers Convention from that State.

Donald P. Lloyd, youthful and efficient Secretary of the Utah State Grocers Association, delivered a very inspiring address as one of the features of the program.

The National Association of Retail Grocers sent their Secretary, Theodore Christianson, to address this association of California Retail Grocers, which organization is looked upon by many throughout the country as being the leading unit of the National Association. Secretary Christianson returned East after witnessing perhaps one of the nation's outstanding Grocer's Conventions.

A deep sea fishing trip on Saturday and the one-club golf tournament on Sunday were preliminaries which started off the activities. The Illuminators held their annual meeting Sunday evening.

Convention Officially Opened Monday Morning

The 38th Annual Convention was called to order at nine o'clock by A. Wise, President of the California Retail Grocers and Merchants Association. After routine formalities were disposed of, many subjects of vital importance were presented in a forceful manner by expert speakers.

After a strenuous first-day session, the Big Whoopee Dinner-Dance Monday evening furnished plenty of relaxation and was indeed a gala occasion.

Tuesday's program included additional interesting talks by speakers well qualified to handle the subjects assigned to them. No delegate who listened to the addresses given could fail to gain some valuable information as to how to improve his business. This was true of all the talks given by the various speakers during all sessions.

Tuesday afternoon was given over to Golf and Horseshoe Tournaments and a Bridge Tea for the ladies.

The Wednesday morning program was devoted entirely to business sessions. The afternoon was left open for the delegates to better acquaint themselves with their beautiful surroundings at Del Monte.

Banquet and Grand Ball Climax

The grand climax and crowning event of the Convention was the Banquet and Ball held on Wednesday evening. It was a most outstanding success and the delegates entered whole-heartedly into the spirit of the occasion. The Illuminators, in their usual manner, provided lavish entertainment for this banquet, and, in fact, throughout the entire convention.

The picture of this colorful and thoroughly enjoyable affair will long linger in the memories of those attending.

The annual election was held with the following officers selected for the ensuing year:

OFFICERS

S. R. Epperson, San Francisco, President; H. J. Jacobs, Berkeley, 1st Vice President; Harry R. Zenir, Los Angeles, 2nd Vice President; A. H. Rolfes, El Nido, 3rd Vice President; Adolf Wise, Los Angeles, Past President; Fred W. Meyer, San Francisco, Treasurer; William Hadeler, Secretary; Ed. G. deStaute, Los Angeles, Associate State Secretary.

DIRECTORS

W. G. Buchanan, Pittsburg; George Covalli, Cloverdale; S. B. Conley, Los Angeles; S. K. Corbett, San Jose; George Hagmann, Jr., Los Angeles; A. J. Kirwan, San Francisco; Elvon W. Smith, Oakland; Roy F. Wyatt, Esparto; W. A. Stuart, Stockton.

To all of these leaders, the Pacific Coast Review and its readers, extend sincere congratulations and support in an endeavor that the grocery industry in general, and the retail grocers in particular, will be better served this ensuing year.

To State Secretary Bill Hadeler, we wish you well and hope that you will celebrate your next birthday, September 23rd, at the 39th Annual Convention with another year of assisting the grocers in their problems.

To the retiring officers, who have served so well and faithfully, we extend our appreciation.

To THOMAS W. CUTTING, Chairman of the Entertainment Committee, we hand an orchid for the splendid entertainment provided at the Convention. There was not a dull moment. The program was smoothly and successfully executed. Thanks, Tom!

* * *

General Chairman HAROLD P. [illegible] excellent work done by Mr. Nachtrieb in "putting over" the Convention will long be remembered. He established a record and the Illuminators and delegates owe him a sincere vote of thanks for the smoothness with which the Convention details were handled.

* * *

"Lad-eees and Gentlemun!" LLOYD BURKHOLDER confesses that he doesn't want to repeat those three words for some time to come. He did a fine job as official announcer and is to be congratulated on his professional-like manner.

STANLEY WEST—100% escorter.

* * *

MRS. CLARA VERHE of Ghent Brand Manufacturing Company, was an interested delegate and states she had a marvelous time.

* * *

HERMAN GUEHRING, a fifty percenter on the Deep Sea Fishing Trip, wanted to die on land if it had to be.

* * *

JACK MARSHALL, a three time winner and how!

* * *

TOM CUTTING advertising the ferries and their low rates.

* * *

FRANK ENOS doing an apache dance on the floor getting pictures—candid camera is right.

A Winnah! MR. A. B. MacALPINE of the Fresno Brewing Company walked away with a 79 to win low gross in the golf tournament, and is now sporting a fine new golf bag. Just a hint to our good friend H. Markowitz of Better Buy—better look to your laurels—real competition is in sight! Mr. MacAlpine reports that he thoroughly enjoyed every minute of the Convention and has already drawn a ring on the calendar around next year's date.

* * *

J. E. WALZ of Corn Products was busy twenty-four hours of the day greeting his many friends with that famous broad smile.

* * *

Were you fortunate enough to receive the benefit of the Union Oil Company "spray" wielded so effectively (and how) by MR. L. E. McINTYRE?

* * *

J. B. PHELPS of the Johnson-Locke Mercantile Company votes the Del Monte Convention about the best ever and is looking forward to another one in 1938.

* * *

PHIL SWEARINGEN dropping hints in the way of silverware, plates and what have you—without effect.

* * *

ROY HEINTZ, master assister to Hal Nachtrieb.

HAL NACHTRIEB being a real general his first time out in handling the sport affairs.

* * *

BILL LACEY again directing the Community Singing.

* * *

DAVE TAUB finishing his year as Headlite in a FINE manner.

* * *

DAN DANZIGER voted Tailite after an exciting election in which the recount saw the master of ceremony eliminated.

* * *

GORDON GRISWOLD, master extemporaneous, wit-speaker and new Headlite, greets the boys with pleasantries par excellent.

* * *

WALT SWEARENGEN'S dynamic personality captivates throng.

* * *

LLOYD BURKHOLDER with his "I didn't think you cared" on the mike while the annual picture is being taken. He even made the "tographer" laugh.

* * *

JIM WALZ with his Ben Bernie cigar and wit.

* * *

MILT KOTTINGER and ED GESELLCHEN save the day with tom juice.

FRANK KELLY on the Beach of Waikiki at Del Monte getting an additional tan.

* * *

JACK GOLDIE doing the Continental.

* * *

RAY JONES with China's 2000 year old eggs.

* * *

ED MOYLES—registers another horseshoe victory.

* * *

HOMER TITUS—gum shoeing gum around.

* * *

SAM PARLETTE leads the boys to a swim before a breakfast-lunch session.

* * *

BILL HAWKING the ball around on the golf course.

* * *

JULIUS DOHRMAN demonstrates that it pays to know what one is doing at handling horseshoe tourneys.

TOM SWAN emulates a band master at the dance and does he emulate one.

* * *

DICK WEINRICH'S torreador jacket chases the bull away.

* * *

WALTER MALBERG missing—we did miss you, Walter!

* * *

AL LANGENDORF—"Listen fellas—listen, please—aw fellas, just a moment—won't yuh."

* * *

PAUL PARRETTE, general President Sales Manager's Club, shoots game of golf with L. A. buddy.

* * *

GENE BISTLINE'S hasty exit made necessary by sickness—not stage fright.

VERNE MOORE showing young FOLGER what a Del Monte Grocers Convention is like.

* * *

FAX SAUNDERS burying the Pill around or should we say just milling around.

* * *

BILL HENRY'S pet subject discussed here and there.

* * *

GEORGE STELLMAN drops in from San Jose where he is now managing a dairy plant.

* * *

WARNER OBRIEN with his usual "armour" wins his way around in presenting Dave Taub with his retiring present, a pair of gorgeous silken pajamas.

* * *

PETE DANIELS registers many happy moments.

* * *

OLLIE SEEGELHEN prepares gigantic entertainment in his mind for next year.

* * *

JOHN GEIGER'S Hollywood tie added much to his activities.

* * *

FRANK PIGEON leads the ladies to Pebble Beach by stripping his starter.

GEORGE WOLF—Football hero thumbs ride from Hawaii.

* * *

LOUIS GHIRARDELLI'S golf game better than ever.

* * *

LEO DOOLAN'S "80th Year" pencils record hit.

* * *

BOB NUSSER picnicing and doubling back again.

* * *

CHAS. CLOTERE dancing cake walk.

* * *

EDDIE ROBERTS' Secretary is found in everyone's pocket.

* * *

GEORGE STEMPEL'S Cookies with the appeal, leading boisterous gang.

* * *

It was the intention of "ye roving reporter" to include everyone in this writeup. If any have been overlooked, it is an omission of the head and not the heart!

W. Emmerling, Sales Director of Southern California for the M. J. B. Company was in attendance at the Convention and from all indications was enjoying himself to the fullest extent.

HERE'S THE STORY

Again, good news from the Pineapple Industry—another powerful advertising campaign on Canned Pineapple breaks October 15!

This advertising will pay you *double* dividends—for every advertisement features Canned Pineapple in a wide variety of made-up dishes.

New uses for a popular favorite like Pineapple always intrigue those alert customers of yours, and they're getting plenty of practical new-use ideas in this sparkling and colorful campaign—how to dress up leftovers, how to adapt Canned Pineapple to *all* meals of the day. That's the kind of talk that keeps sales momentum high—for your benefit!

Naturally you'll want to tie-up with this campaign.

1. Put in a Pineapple window.
2. Make Pineapple table and floor set-ups.
3. Feature Pineapple in your own newspaper ads.

Remember—your customers will be seeing plenty of Canned Pineapple *advertising* in their favorite magazines. So be sure they see plenty of the *product* in their favorite grocery store!

HERE'S THE SCHEDULE

—for the first three months alone, practically all of it color advertising—with plenty more to come!

Publication	*Appears*	*Publication*	*Appears*
Woman's Home Comp.	Oct. 15	American Home	Nov. 20
Good Housekeeping	Oct. 25	This Week	Nov. 21
This Week	Oct. 31	Good Housekeeping	Nov. 25
True Story	Nov. 5	True Story	Dec. 5
McCall's Magazine	Nov. 10	McCall's Magazine	Dec. 10
Ladies' Home Journal	Nov. 10	Household Magazine	Dec. 10
Household Magazine	Nov. 10	Woman's Home Comp.	Dec. 15
Woman's Home Comp.	Nov. 15	American Home	Dec. 20

FOR EXTRA PROFITS, FEATURE CANNED PINEAPPLE NOW!

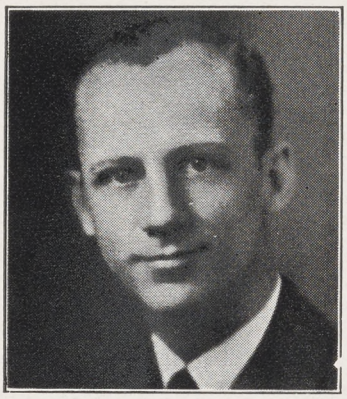
AND HERE'S A FREE POSTER

Just what you need to tie-in with this big advertising drive—a striking, 16″ x 22″ color poster with ample space for brand and price write-in. Use it as a wire hanger, with floor set-ups and in the window. Free—while they last! Write:

Pineapple Producers
Cooperative Association Ltd.
350 Russ Building,
San Francisco, California

Illuminators Again Shine

Sports and entertainment programs directed by General Chairman Hal Nachtried, Tom Cutting, their assistants, and many other members of the Illuminators, were again an outstanding feature of the Convention.



GORDON W. GRISWOLD
newly-elected Headlite

Winners of the Golf Tournaments—Ladies' Lawn Horseshoe Tournament—Bridge Teas, and Ladies' Golf Tournament were rewarded by an outstanding array of beautiful trophies.

In addition to all of these events successfully presented by the Illuminators, the Whoopee Dinner Dance and the Convention Banquet and Ball climaxed an exceedingly fine Convention.

* * *

Illuminators To Incorporate

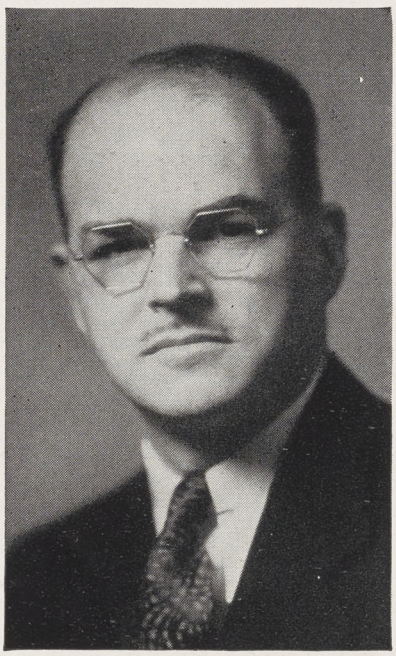
Reaching a degree where the organization has grown to such proportions that it was deemed best to incorporate, the Illuminators, that convention pleasure-giving organization voted to incorporate at their last meeting. It will soon be classified as a non-profit corporation when the papers are properly filed by Tailite Dan Danziger.

* * *

With some few hundred in attendance at the Del Monte Copper Cup Room on Sunday, September 19th, the following officers and directors of the Illuminators were elected to serve for the following year:

Headlite—Gordon W. Griswold, San Francisco; Rite Sidelite—P. J. Daniels, Los Angeles; Left Sidelite—Thomas W. Cutting, San Francisco; Spotlite—O. E. Seegelken, Los Angeles; Tailite—Dan Danziger, San Francisco; Dimmed Headlite—Dave Taub, Los Angeles.

Constellation of Hilites: E. M. Finehout, Los Angeles; J. O. Dohrmann, San Francisco; W. F. Biedebach, Los Angeles; R. P. Weinrich, San Francisco; Phil J. Swearingen, Los Angeles; M. A. Kottinger, San Francisco; Ed. A. Chadil, Los Angeles; George Wolff, San Francisco; Roy Heinz, Los Angeles; T. H. Eggers, San Francisco; Stanley M. West, Los Angeles; Ray D. Jones, San Francisco; Lloyd Burkholder, Los Angeles; Paul R. Parrette, San Francisco; H. J. Guehring, San Francisco.

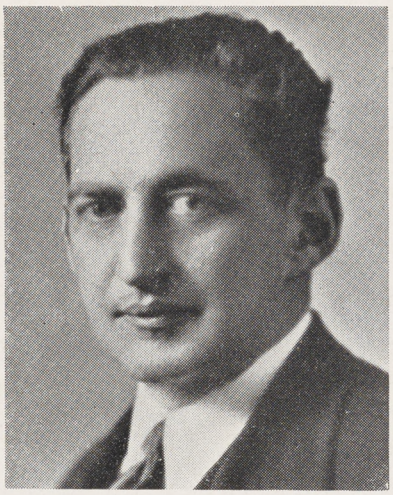


MR. EUGENE S. SALVAGE, *Pesident of the General Brewing Company,* attended his first Retail Grocers Convention at Del Monte in September. Mr. Salvage was greeted by a host of friends and reports that he enjoyed himself immensely.

"I will certainly never miss an opportunity to attend these Conventions in the future. They are interesting, educational, and of real value to the independent merchant."

EVERETT M. RUNYON, *Merchandising Service Manager of California Packing Corporation,* practically moved his executive roganization to Del Monte for the Convention—J. D. Marshall, Division Sales Director; R. V. Knowles, Sales Supervisor; O. E. Seegelken (Spot Lite), Branch Manager of Los Angeles, and F. C. Haffman, Sales Department, answered "present" at the roll call.

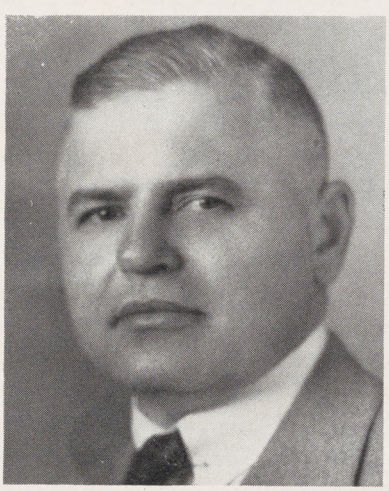
No. 1. Reading from left to right: W. D. Hadeler, Mrs. E. deStaute, Mr. E. deStaute, Mrs. S. R. Epperson, S. R. Epperson. No. 2. Los Angeles group at Banquet. No. 3. A. B. MacAlpine, Fresno. No. 4. Dave Taub, Gordon W. Griswold, Pete Daniels. No. 5. Mrs. Ted Jenkel. No. 6. Horseshoe Tournament Contestant. No. 7. Lloyd Burkholder, Los Angeles. No. 8. Trophy Winner. No. 9. Peter Folger, score-keeper, Horseshoe tournament.



MR. GEORGE WOLFF, *General Sales Manager, Rainier Brewing Company,* was in the midst of all gatherings, shaking hands with his host of friends. Mr. Wolff was chairman of the Refreshment Committee and did a bang-up job.

TOM SKAHAN

Tom Skahan is the sales manager in the Bay District and Northern California for M. J. B. "This is the best Convention I ever attended," said Mr. Skahan, "I wouldn't have missed it for the world." Some one told him he was the best looking man at the Convention wonder if that had anything to do with his enthusiasm.



NICK PAPPAS

Mr. Pappas is the first Vice-President of the Retail Grocers Association of Alameda County and is widely known for his splendid activities in behalf of the independent grocer. He has served the association loyally for a number of years, giving unsparingly of his time and efforts.

A real convention enthusiast is Mr. Pappas, having attended regularly for the past five or six years. He was most enthusiastic in his praise of the Del Monte Convention. He was busy most of the time shaking hands with his host of friends.

Frosts Return from Europe

It was all pleasure and no business for Mr. and Mrs. H. T. Frost last summer as they enjoyed a sojourn of three months in Europe. Mr. Frost, who is vice president of the Johnson-Locke Mercantile Co., Ltd., returned with Mrs. Frost to San Francisco on September 14 from the vacation trip.

"Our only object was to have a good time," said Mr. Frost, "and we certainly succeeded."

Leaving on June 17, Mr. and Mrs. Frost sailed on the steamer *Rex* to Italy. From there they journeyed through Switzerland, Austria, France, England and Scotland, returning on the *Queen Mary*. From a good time point of view, Switzerland was the most interesting country they visited, they thought.

There was a flood of tourists in Europe, Mr. Frost reported, probably to visit the Paris Exposition. Most of them seemed to be heading for Switzerland. "The people in Europe are most courteous to travelers," he said. "They realize what the tourist trade means to them, and they are constantly reaching out for it."

L. BRAVOS, *District Sales Manager of Acme Breweries,* reports that he had one swell time at the Convention. "Every year from now on will find me on deck," says Mr. Bravos.

Sale Record Not Needed

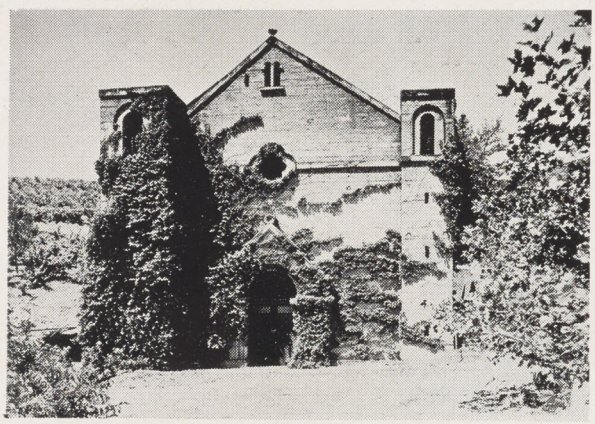
Retail grocers breathed a collective sigh of relief last month when the State Board of Equalization rescinded its ruling that a sales record must be kept after October 1 on all taxable and non-taxable articles.

The same basis for taxation now exists that has been in effect in the past. Grocers are allowed to compute the percentage of taxable and non-taxable sales by figuring what percentage of the goods they buy fall into each category.

California Wines Versus French Wines

By MARTIN E. RAY, *Manager Paul Masson Champagne Co.*

CALIFORNIA soil and climatic conditions are for grape growing and wine making, unequalled elsewhere in the world. It is well established that conditions in California are adaptable to the production of some of the finest agricultural products and that the United States as a country leads the world in its annual harvest of farm products from tne standpoint of quality, quantity and variety. This is made possible by the many types of rich soil and its varied climates.



Front View of Winery at Saratoga

However, it is not as yet so generally known that in this county, especially in California, the finest varieties of grapes can be and have been naturally made into wines both still and sparkling of a soundness, quality, character and delightfulness impossible to duplicate in the older and perhaps better known wine producing countries.

French Wines

From France has always come some of the finest wines. Wine making has long been one of its major industries and as such it has been widely publicized. Great sums of money have been spent in developing markets for its products and when so engaged little has been left unsaid about the famous Chateaux of the Bordeau, the great champagne houses and the better vineyards of Burgundy which have usually been owned and operated by a few families of great wealth and social inheritance often a part of, or linked to, the royal families of Europe.

Not necessarily large, in fact, usually small in actual extent excluding the champagne houses, these acreages have for generations been without interruption cultivated toward the sole end that the wines produced thereon would be outstanding. Not primarily considered as economic adventures but more in the line of large personal estates, the cost of maintenance of such vineyards not infrequently exceeds even today the income derived from ownership and operation of such tracts, despite the favorable publicity they have enjoyed and the fact that their wines are known in all sections of the world, for, in France every year is not necessarily a vintage year, as it is in California with few exceptions. On the contrary, the vintage years in France, as in other major wine producing countries, is the exceptional year. Their late spring and summer is very soon followed by an early fall which in turn brings with it rains and weather which work hardships on the vineyardists and wine makers.

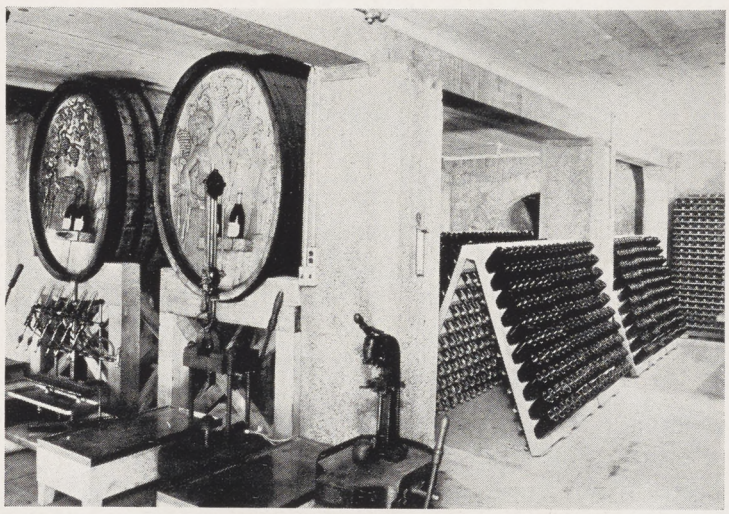
Despite this condition, the soil and other conditions are still more favorable to grape growing and wine making than to other agricultural pursuits. Largely because these older countries have no better soil or agricultural conditions under which to grow their grapes or make their wine, they continue to produce it, even under the odds which so often destroys their entire year's efforts, giving them in return no vintage for the year at all.

America Offers Opportunity

Everyone knows that to the people of the world, Europe especially, because they have been possessed both of the knowledge and the ability to at least try to take advantage of it, America has been a land of opportunity. To this country have migrated many of the people who in effect have given up the struggle to produce from an overworked soil in a harsh climate the agricultural products which can so readily be raised in this country. The relative advantages of farming in America have never been questioned.

But because of the successful publicity and extensive advertising developed and continued without interruption the people of the world have not been allowed to realize that this extends to grape growing and wine making, as well as to the other farm activities and the factory operations dependant thereon. To these European wine makers, necessity has been the mother of invention, to the extent that it has been necessary for them to produce under their unfavorable weather conditions the best wine possible even though their extended efforts so often meet with ill results and frequently with no reward at all.

It is to be expected that a certain hardiness would develop in the people so engaged and it can be understood, how after generations of this work in their vineyards, they have learned to appreciate their good years and make the best of their poor years. That their good years are few compared with their poor ones, it has unfortunately for them been true. They have therefore adopted a method of calling the wines of their good years Vintage wines and have distinguished them by naming the year produced. Thus, the wine of a certain country and district would be, in addition to being so designated, called the Vintage of 1921, if in that year conditions were favorable to the harvest and the grapes and wine produced therefrom were of good or exceptional quality. If on the other hand, as is by far the more frequent fact, the conditions were not so favorable and the wine was therefore not of comparable merit, the wine would be sold merely as unvintage, non-vintage or vintage not named.



Paul Masson Champagne Company
Ornamental Bottling Casks and the French Racks

California Vintage Wines

To an extent wine users have thus been initiated into the habit of expecting a good or fine wine to be a Vintage wine. In this country, the wine users have quite naturally expected even our domestic wines to be Vintage wines, if of good or outstanding quality. In California, however, it is seldom that weather conditions are not favorable to a fine harvest and a healthy crop. The size of the crop may and does here as everywhere, vary in size but the quality is uniformly good if properly cared for to the extent that nearly every year in California is a Vintage year and the wine produced may usually be called vintage wine.

This condition has with many wine makers discouraged the use of Vintage at all, but with others whose wines are widely sold and to a trade also familiar with the finer imported wines, the Vintage year is often used, although usually to distinguish a relatively superior wine among even fine wines. In the exceptional year when a poor vintage is produced, the wines are often used exclusively for distilling into brandy or are dumped or not produced at all if the grapes do not warrant it. Our spring being early and our summer long in California, it is rare indeed that the rains and cold of late fall find any grapes still unharvested in the vineyards of this State.

This practice of using the Vintage year to designate a good or fine wine has been applied to both still and sparkling wines. It has, however, perhaps been used most frequently in the case of champagnes, principally because of the necessity of using in the manufacture of champagnes only the finest still wines available. In France, where it is not always possible to employ wines which have been developed under the conditions so common in California, certain procedures have been used to insure the purity and successful completion of the manufacture of their champagnes. Many of the steps which they have been obliged to follow are entirely unknown in California manufacturing procedure. Although understood by the California wine makers, many of whom have come to this country from European countries, they have seldom if ever found it necessary to follow these methods.

California Wines Receive International Recognition

Prior to prohibition, many California wines had received international recognition as outstanding vintages ranking equally with the other wines of the world. Some of these wines were closely related in character and type to the wines produced elsewhere and were therefore often named in such a way as to designate this fact. Others were distinctly different, possessing outstanding merits, characters, bouquets and other qualities distinctly their own, not like wine of other countries. These were usually labeled accordingly.

After repeal of prohibition, only a few of the wine making firms of this country who had continued to operate under government permit during the dry years, were able at once to put on the market for the public, mature wines of merit and even these few concerns did not have sufficient

stocks to maintain large volume business until such time as new wines could be developed in greater quantities. It is this condition from which America and its wine producing districts are now emerging. Each year California, the leading wine section of the country, is returning step by step to its former position as a leading producer of fine wines. The time is now approaching when California will actually be turning out a much finer wine, many outstanding wines, than ever before in history, due to the strides made in the art of wine making in the years of prohibition.

During this time, however, the people of the country have been subjected to the use, in addition to the good wines and poor wines turned out by the domestic firms, of both good and poor wines imported into this country from abroad. A good wine or a fine wine must, in addition to being sound, be possessed of certain other merits before it can be classified as such. Lacking one or more of these, it may be properly designated as poor even though pure from a chemical and legal standpoint. It is therefore true that just as a California wine may be a fine wine and perhaps one of the finest of its kind, so it may be a poor one. And by the same token, to be a French wine does not in any sense make it a fine or even a good or sound wine. In

Puncheons for the Storage of the Still, Dry Wines

France, even though the obstacles under which wine making is conducted, have led to practices which to an extent makes it possible to employ even the crops of the poorer seasons and still turn out a wine pure from a chemical standpoint, they also produce what we would call poor wines in California. The wine users of the country are now finding it necessary to be able intelligently to choose a really good or fine wine not by the country from which it may originate, but by the actual quality of the wine and the character it possesses, based upon a knowledge of wines and an appreciation of the various kinds of wines. As a foundation to such knowledge which is so eagerly sought today, it is first necessary to expel the possible thought that all good wines come from a given country or that only the best may come from France, for example.

Champagne

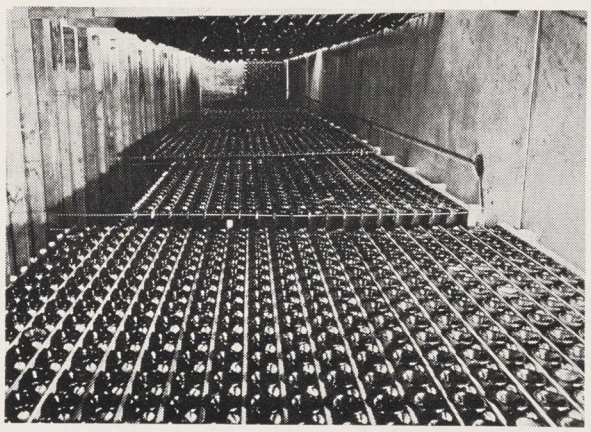
France has been famous for its champagne, despite the fact they neither originated the methods of its manufacture nor produced solely its finest vintages, some of which have been produced in Germany, America and elsewhere. It is next necessary to understand the conditions under which wines are manufactured, and in this article champagnes will be so considered exclusively for purposes of simplification, the handicaps and advantages enjoyed by the makers in different sections; for, it is this that to a great extent determines in the end, the merit of the wine perfected. Since France and America are major producers of champagnes, conditions of manufacture in these two countries exclusively will be considered, although it is only in America that the favorable facts described are enjoyed and it is usual in the other wine producing countries that the conditions described a characteristic in France also obtain.

Since it is possible to produce champagne naturally in the United States only in California under the favorable conditions outlined herein, and because the manufacturers elsewhere in the country, principally in the Eastern States, have found it necessary to adopt one or more of the methods necessary to overcome this obstacle as also explained herein, only the manufacture of champagne in California will be considered herein as compared with the production of champagne in France. It is generally accepted that only champagnes made either in the champagne district of France or in California are comparable to the standards characteristic of the wines produced in these two famous wine districts, despite the fact that more champagne is manufactured in the United States outside of California than in this chief wine making state of the Union, and even though some world's famous sparkling wines are made other than in the countries herein described.

Requisites of Fine Champagne

It has been said that to make a fine wine, soil, climate and the vine must be right. This is true. Other than to say that the natural result of these three primary requirements, and many other conditions that enter in such as proper understanding and care of the soil and vines and the practices dictated by varying weather conditions, is the harvesting of the grapes, the actual methods employed and the results so obtained will not be gone into here. It is sufficient to say that the vineyards are cared for in different sections in different ways thought best to mature the grapes for the finest wine.

The variety of grapes is all important but it so happens that there is apparently no conflict of opinion as the best grapes or vines necessary for the production of champagne wines. In France and in the Paul Masson champagne vineyard in California, Pinot Chardonnay is the vine from which the grapes come that make what is everywhere regarded as the finest champagne wine. Widely grown in the champagne district of France, there are but a relatively few acres of these vines in America, principally in California, it is generally understood, and the Paul Masson vineyard at Saratoga is famous for not only this variety, but the Pinot Noir, which is the second of the two principal varieties used in champagne manufacture in France.



A Portion of the Champagne Maturing on Pile

In the fermentation of the grapes a certain sugar content is required to produce a definite amount of alcohol. This is of primary importance not only in wine making in general but particularly in the case of champagne. The weather in France is such that in the champagne district the necessary sugar content of their grapes is not always brought out by the sunshine during their short period of warmth prior to the cold fall weather and during which time the grapes must not only mature but be harvested. While in California there is normally sufficient time and sunshine to produce this sugar content in the grapes, the Pinot Chardonnay and Pinot Noir varieties of grapes require more than normal heat to ripen into this necessary sugar content. These conditions have brought on in the champagne district in France the procedure of adding sugar at the time of fermentation to bring the degree of sweetness up to the requirement, when it is not there through the natural development of nature.

It is for this reason that in California, the vineyardists and wine makers have the first major advantage over their competitors elsewhere, nature having provided the long spring and summer months, the late fall and a warm and continuous sunshine without which the grapes can never ripen into sufficient sugar content to produce in fermentation enough alcohol to make a normal wine, and it is the lack of this condition which has given, where it does not occur, the first and major handicap to the wine makers elsewhere the world over. Little realized and but barely known, this fact is of great important and goes a long way toward providing California with a lead in wine making which, when time and the efforts now being employed by its wineries are giving effect, will serve to put California again not only in the foreground as a producer of quality wines, but may see it recognized as the producer of the finest wines in the world.

Under given methods, it must be admitted, the finest wines of the world could be produced in California. It is in their lacking of the sugar content of their grapes, the Eastern States of the United States are likewise handicapped as in the case of the French, although they have, where necessary, either bought California grapes or added sugar at the time of fermenting the grapes. Some of the leading manufacturers of champagne in the Eastern States have bought California wine which they have blended with their Eastern wines in an effort, and with considerable success, to overcome this obstacle.

Other Methods

Other methods are also considered necessary and employed elsewhere to offset natural handicaps brought on in turn by climatic conditions not suitable to maturing the grapes, but not necessary in California and not employed in the manufacture of champagne by Paul Masson Champagne Company. These include pasteurizing, freezing or chilling and settling of the musts or crushed grapes before fermentation. Where grapes are moulded and carry foreign yeasts and bacteria caused by rain or poor weather, only pasteurizing renders them usable. The method of freezing or chilling and settling is provided to divide the foreign matters and mud picked up from rains from the grape juice.

The French have perfected these operations to overcome the natural handicaps to their wine making and they have made it possible to produce in many years a normal wine which could not otherwise be used. It may be readily appreciated, however, that when a good year comes, such as is enjoyed in California nearly every year, it is celebrated as a Vintage year. It can also be appreciated that California is by nature equipped to manufacture the finest wines possible to produce anywhere, for here it is not necessary to take the artificial means to manufacture that are elsewhere often required.

In the case of the California champagne makers,

A Letter From Tiedemann & Harris, Inc.

TO OUR FRIENDS AND CUSTOMERS:

Today, more than ever before, every one in business must be alert and right on top of his business if he is to have an opportunity to profit enough to meet the advancing cost of doing business.

The day of close margins are gone for the time being at least.

Too many dealers today are sacrificing their own income, some earning less than their employees, just because they are fearsome of asking a legitimate price for all of their merchandise.

It is strange, yet, the only foundation for such fear is in most instances due to the mental state of the dealer.

Your business, if you stop to reason it out, is not founded on the price you sell your merchandise for. It is the result of service rendered and the care you take to see that your customers are served satisfactorily with quality merchandise. NO OTHER BUSINESS IS WORTH A DAMN.

If price were the only reason for your business, you would, by looking around, find that there were plenty selling for less than you are.

When a dealer gets too low mentally he is inclined to become reluctant to demand a price that is fair and reasonable. That's a sad state to get into. Even the known fact that everyone else is getting more for the same product does not overcome this mental attitude. When a person gets in that frame of mind he should check up on his mental attitude by asking this question: Why haven't I increased my business on so and so, I'm lower than anyone else. He'll find he hasn't gained one sale or even been thanked by one of his customers for being lower in price. Fact is he is the only one who has this knowlege. No one else cares.

Your customers come to you because they like you, they like the quality of merchandise you sell and the way you serve them. Chances are not one of your customers purchases from anyone else, unless some dealer is selling some product that they like and you do not handle.

Dealers everywhere in every line of business must profit to earn a livelihood and to remain in business. This is a truth that cannot be changed.

You are entitled to a fair profit. There is not enough difference in operating costs between dealers to allow enough spread in prices as to affect anyone.

When you see a dealer consistently cut prices, know it will not be long before he is out of business. In all our experience we cannot remember one cut price merchant who has remained in business any length of time.

We have saved thousands of dollars in bad debt losses by refusing to sell such dealers. We refuse to finance them at the cost of our regular customers.

When we demand a dealer must realize at least 20% on his gross sales while advertising our products, we are only doing the fair thing by all dealers. We know that, under this policy, one dealer cannot undermine another dealer regardless of the locality he operates in.

The Sinclair Fidelity Brand has the respect of the consuming public for its unfailing fine quality. It has the respect of all retailers who realize what our policies mean to them.

For fifteen years this firm has not sold its products to chain stores or any merchant who will not respect our policies.

Get behind the finest products in America, Sinclair Fidelity Hams, Bacon, Sausage. Tinned Meats and Gold N Rich Cheese. Thev are not only profitable but guaranteed trade and good will builders for every dealer who handles them.

Sincerely,

TIEDEMANN & HARRIS, INC.

We do not recommend an unreasonable profit. Prices should be established individually according to the service rendered.

it is not necessary for them to depend upon any artificial means whatsoever in the manufacture of their wines. In the case of the wine-using public, it is only necessary for them to learn which manufacturers are, in addition to benefiting from the natural advantages offered to all in California, following the methods required throughout the world as necessary to the manufacture of fine wines, including cleanliness and proper care.

Public Is Learning

There is a tendency now for the wine-using public to distinguish, for the first time since repeal, between just wine and fine wines. In California, as elsewhere, there will be manufactured bulk wine, sound and healthful but not possessed of the outstanding merits of the best, and also the quality wines known for their unusual characters, bouquets, individual merits, delightful personalities. No manufacturer can make both. Certain it is, also, that the finer wines cannot be made on a bulk or volume basis.

For those who would like to undertake the education which will be necessary in selecting the fine wines as distinguished from the merely sound or good wines, an invitation has been extended to visit the Paul Masson Champagne Company which, established in 1852, has always specialized in wines of the finer types, both sparkling and still, and which today is manufacturing only after the proven methods of wine making which are applied in the making of all the finest wines of the world. Visits to almost any of the California wineries will be welcomed by managements and will serve to round out an education without which no buyer can intelligently buy.

There are, for example, many California champagnes, of different qualities and grades, each serving a particular trade. All may be sound, but all are not fine wines. Price does not necessarily serve as a guide either. The method of manufacture must be known. Not everyone can as yet pick out a real wine of character from several nearly as good. Yet when the best is required it is proper to know how it may be selected. Until the wine may be chosen from its own character the methods of manufacture behind it must be known. To be from France is no different than to be from California. It is important, however, to know that many cheap French wines are on the market today which judges of wine will quickly point as inferior to other California wines, although they may be selling far more than the better California wines.

California Wines Are Sound

It is, of course, also true that some of the California wineries have not as yet been able to get the quality of their wines to a point of satisfaction to them, and equally true that some of the large volume manufacturers of wines of all classes in California as well as abroad are offering wines which although sound are not intended to be wines of outstanding character, are for a trade not necessarily requiring the best or desiring to pay the premium necessary for the best of any line. So to be a champagne is not necessarily a wine of foremost rank, for there are grades here, too, and various methods of manufacture.

But all in all, California wines may be counted on year in and year out, to be of uniform quality as set by the standards of the manufacturer. Wines made by volume manufacturers will be better than those made by similar wine makers elsewhere, as can be clearly seen, since they have the natural and first advantages. California wines of the character or quality group will include among them wines just as fine as can be produced elsewhere in the world, may in a few years include finer wines than are produced anywhere. They will be cheaper than some of the French wines or other European wines. There will be a large spread between the two classes of domestic wines just as there is in all countries making wines. It is a good policy to drink the wine of the country in which you reside.

It is interesting to know that years ago most of the vineyards of Europe were destroyed by disease, which it was claimed came originally from American vines. In any case, only the American vines were resistant to this disease and today practically all the European vineyards are, whether they like it or not, planted on American resistant stock, it being these same American roots on which are produced these California grapes which nature matures fully for wine making purposes without the need of artificial aid.

YOU SELL A QUALITY PRODUCT AND MAKE BOTH PROFIT AND FRIENDS, WHEN YOU SELL

SAMARKAND ICE CREAM

LET US SHOW YOU OUR NEW DEALER HELPS — PHONE US AND OUR REPRESENTATIVE WILL CALL

THE SAMARKAND COMPANY
893 FOLSOM STREET, SAN FRANCISCO
Phone: KEarny 6170
Alameda County—Phone TEmplebar 5100
Marin County—Phone San Anselmo 2272

KRAFT DINNER

Famous Music Hall Program features this new fast-selling macaroni-and-cheese specialty.

●On the market but a few short months, "Kraft Dinner" has already established itself as a real profit maker for dealers. In market after market where it has been introduced with test campaigns, turnover and volume have exceeded all expectations.

Now, Kraft Dinner "goes national," right at the beginning of its biggest season. It is backed with the *full selling strength of the Kraft Radio Program*! . . . Bing Crosby! . . . Bob Burns! . . . famous guest stars! . . . every Thursday night, coast to coast beginning October 14th.

You know how the Kraft Radio Program boosts the sales of everything it features. With a proved product like Kraft Dinner, you can expect big things! . . . even faster turnover, quicker profits! *Call your Kraft Distributor now. Be sure to have plenty of Kraft Dinner on hand!*

No baking! Boil KRAFT DINNER macaroni just 7 minutes!

The KRAFT DINNER grated cheese makes rich sauce quickly!

Add cooked macaroni to sauce. A marvelous dish! The macaroni is tender, fluffy; the cheese sauce is mixed all through it!

GOES ON THE AIR!

Using displays like this, featuring the generous Mirro Aluminum Ring-Mold Offer, dealers are selling anywhere from twenty-five to several hundred packages of Kraft Dinner a week! (The offer: Genuine Mirro Ring-Mold for 1 Kraft Dinner Certificate and 25c. Certificate in each package.)

CASH IN with STORE DISPLAYS LIKE THIS!

● Kraft Dinner is two products in one: a quick-cooking macaroni and a special grated cheese. Together, they make the most delicious macaroni and cheese you ever tasted—*in nine minutes by the clock.* That's why Kraft Dinner sells big everywhere. Feature Kraft Dinner in your store displays . . . in your regular weekly ads. Use a display like that shown above. Ask your Kraft Distributor for pre-tested sales-making display material. He'll gladly help you put it up.

KRAFT-PHENIX CHEESE CORPORATION *General Offices, Chicago, Ill.*

California Brewery Sales

	Gallons
Acme Breweries (L. A.)	454,525
Acme Brewing Co. (S. F.)	670,813
Ambassador Brewing Co.	79,992
Anchor Brewing Co.	9,517
Aztec Brewing Co.	357,508
Buffalo Brewing Co.	277,086
Louis Eckert Brewing Co.	111,569
El Dorado Brewing Co.	173,971
El Rey Brewing Co.	80,016
Fresno Brewing Co.	64,029
General Brewing Co.	901,933
Globe Brewing Co.	64,033
Golden West Brewing Co.	452,263
Grace Bros. Brewing Co. (L. A.)	101,109
Grace Bros. Brewing Co. (Santa Rosa)	252,719
Gutsch Brewing Co.	3,108
Humboldt Malt & Brewing Co.	176,817
Los Angeles Brewing Co.	800,065
Lynwood Brewing Co.	6,540
Maier Brewing Co.	289,970
Modesto Brewery, Inc.	36,651
Monarch Brewing Co.	200,755
Olde Tyme Brewing Co.	18,769
Pacific Malt & Brewing Co.	358,442
Rainier Brewing Co.	888,420
Regal Amber Brewing Co.	277,559
St. Claire Brewing Co.	106,036
Salinas Brewing & Ice Co.	44,011
San Diego Brewing Co.	60,683
San Francisco Brewing Corp.	371,676
Standard Brewing Co.	7,706
Vernon Brewing Co.	144,333
West Coast Breweries	26,162
Total	7,868,809

Beer Exports Gaining

A gain of 76 per cent over the first quarter of 1936 was shown in a recent release of beer export figures for the first three months of this year. Total exports for the first quarter of 1937 were valued at $76,627 more than in 1936. Despite this increase, imports of beer were one and one-half times greater than exports, with the United Kingdom, Germany and Japan leading in that field.

Beer Conclave October 26

Leading figures in the brewing industry of America will gather in Pittsburgh October 26-28 to discuss matters vital to the industry. The occasion is the 62nd annual convention of the United States Brewers' Association. Colonel Jacob Ruppert of New York will be general convention chairman.

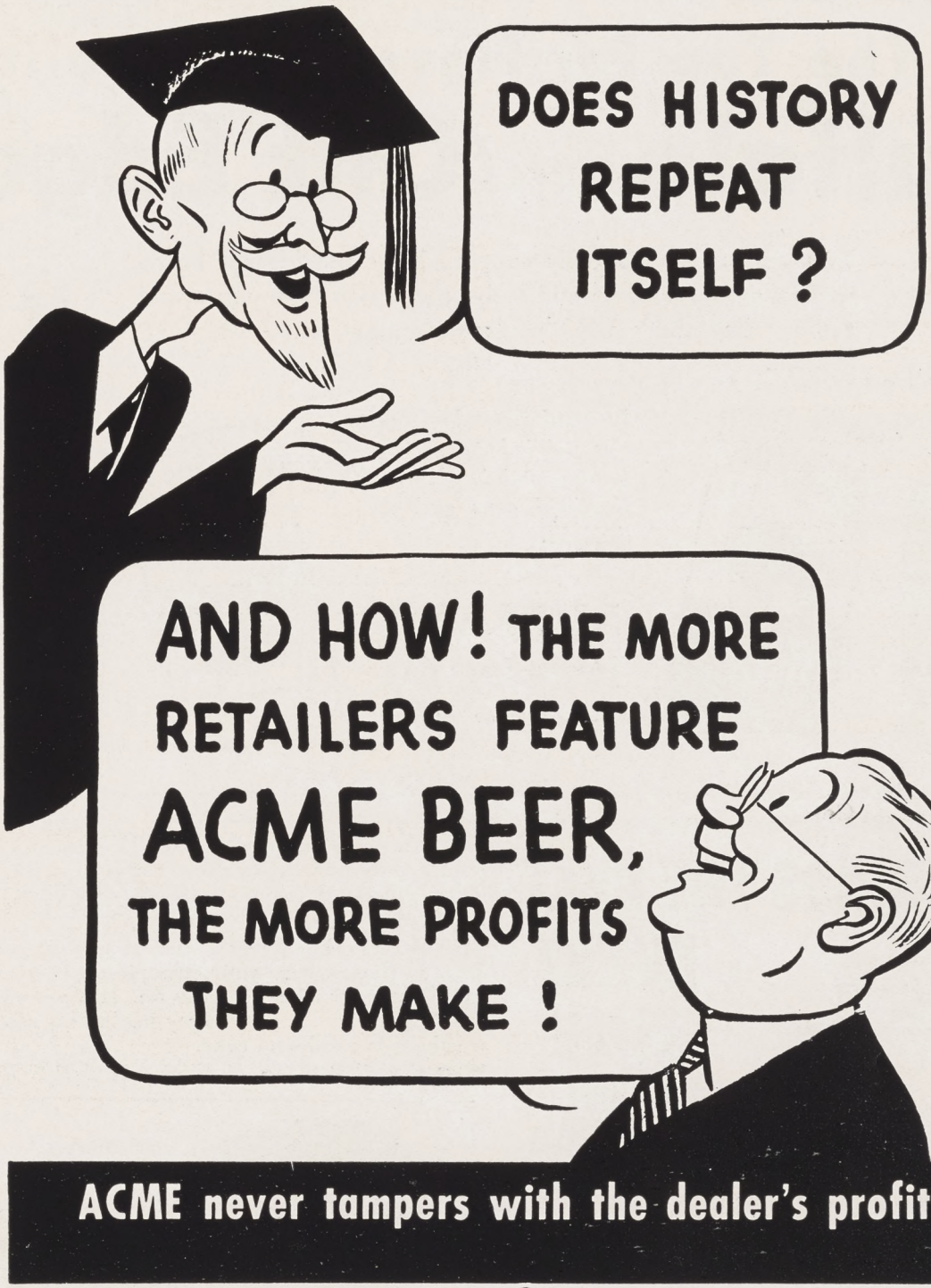
Hawk Is Promoted

J. W. Hawk, for eighteen months the San Francisco representative of the Golden West Brewing Co., is now sales manager of that concern, according to a recent announcement.

Sales in California by Beer Importers. Only Distributors selling over 5,000 gallons are shown.

	Gallons
Anheuser-Busch, Inc. (S. F.)	82,655
Anheuser-Busch, Inc. (L. A.)	148,678
S. Brizzolara Draying Co.	22,700
Carson Brewing Co.	6,622
Consumers Ice Co.	11,730
Adolph Coors Co.	25,706
Glaser Bros.	5,593
Haas, Baruch & Co. (L. A.)	9,664
Higgins & Higgins	17,211
Simon Levi Co., Ltd.	57,820
Klauber Wangenheim Co. (L. A.)	5,807
Koerber Dist. Co.	11,425
M & B Distributing Co.	6,825
Miller Brewing Co.	50,530
Oroville Soda Works	7,899
Roberts Public Market	9,341
San Diego Ice & Cold Storage Co.	8,052
R. E. Spriggs Co.	5,546
Star Distributing Co.	5,283
Youngs Market Co.	145,630

Total sales in California by Beer Importers, 702,018.



ACME never tampers with the dealer's profit!

The WEST'S MOST POPULAR Beer!!

ACME BREWERIES
SAN FRANCISCO • LOS ANGELES

At The Top For Flavor *and* Quality

Buffalo *and* Gilt Edge

Your customers who really want fine beers, not "cheap" beers, will repeat on Buffalo and Ruhstaller's Gilt Edge again and again. And that's what you're interested in — REPEAT SALES.

In regular standard bottles, steinie bottles, 64 oz. jumbo steinie bottles, Keglined cans and on draught.

BUFFALO
Brewing Co.
Sacramento, Calif.

RINGS THE BELL EVERY TIME

FRESH
HOSTESS CUP CAKES

Cash registers tinkle a merry tune when Hostess Cup Cakes are prominently displayed on the counter. *These cakes are guaranteed fresh* . . . and at only a nickel for two they catch the customers' eye—and sell *fast!*

But here's the *big* point: With Hostess Cup Cakes your profit opportunity doesn't stop at a nickel sale. They introduce customers to the goodness of the *whole* Hostess line.

Give Hostess Cup Cakes a chance on your counter. Display them where your customers can see them. Let them show what they can do. It won't cost you anything to try . . . and it may lead to big sales and worthwhile profits on cake.

HOSTESS CAKE KITCHEN

A GUARANTEE OF FRESHNESS

THIS SEAL, WITH ITS MONEY-BACK OFFER, GUARANTEES THE FRESHNESS OF HOSTESS CUP CAKES.

LISTEN TO THE DRAMATIC, EXCITING STORY OF

Pretty Kitty Kelly

MON., TUES., WED., THURS., FRI. — CBS STATIONS — 12:15 P. M.

CALIFORNIA WINE SALES

MAY, JUNE AND JULY

The figures below show the total wine sales for consumption in California for May, June and July. Sales outside the state are not shown. Only sales of 5000 or more gallons are reported each month.

Acampo Winery	25,977
Alta Winery & Distillery	33,014
Associated Wine Co.	16,836
G. Bagnani	12,925
Basso Wine Co.	20,349
Bisceglia Bros.	46,236
Burbank Winery	11,056
California Grape Products	80,456
California Growers Wineries, Inc.	47,859
California Mission Vintage Co.	36,147
Cameo Vineyard Co.	54,219
Camillo Colombano	11,952
Colonial Grape Products Co.	55,856
Colton Wine & Distilling Co.	26,396
B. Cribari & Sons, Inc.	91,906
DeTurk Winery	118,546
Antonio DiMarco	20,469
Eagle Vineyard Products Co.	30,947
East Side Winery	67,256
Ellena Brothers	47,749
Franzia Bros. Winery	70,825
James Frasinetti	24,501
Fresno Winery, Inc.	19,223
Fruit Industries, Ltd.	218,759
Garatti Winery	39,967
Garden Vineyard Winery	64,521
Golden States Wines, Inc.	41,033
Healdsburg Wine Co.	10,142
Italian Swiss Colony	221,898
John J. Kovacevich	6,203
Lombardi Wine Co.	5,551
Madrone Winery	16,038
Charles Marmo	5,604
L. M. Martini Grape Products	40,835
Andrew Mattei	39,974
Mokelumne Winery	38,888
Montebello Wine Co.	65,583
Mount Tivy Wine Co.	30,128
North American Merc. Co.	5,251
Northern California Wineries	36,969
Pacific Coast Brands	18,095
Pacific Wines, Inc.	28,156
Padre Vineyards Co.	79,884
Pelligrini Winery	18,294
Petri Wine Co.	193,337
Primo Vintage Co.	30,960
Roberts Public Markets	17,230
Roma Wine Co.	180,375
San Gabriel Vineyard Co.	26,164
San Martin Winery	96,722
Santa Fe Vintage Co.	42,651
Samuele Sebastiani	52,499
Shewan-Jones, Inc.	96,316
Solano Winery, Inc.	22,423
St. George Winery, Inc.	42,519
Sunland Vintage Co., Inc.	23,388
Super American Wine Co.	28,839
Triangle Produce Co.	15,256
Tulare Winery Co.	149,455
Edwin Valliant, Jr.	13,650
West Coast Winery	10,416

Independent Grocers Plan Five Promotion Campaigns

Special pressure to push apples, lamb, fall pears, tea and walnuts was planned last month by the Independent Food Distributors Council following a meeting in Chicago on September 7. The council, representing 152,000 independent grocers, many of whom are in voluntary chains, also has asked the Department of Agriculture for advice on what products need special marketing help.

Salinas Valley's large vegetable industry will benefit from the frost warning service to be established this winter for orchardists; Monterey County Board of Supervisors have appropriated $250 to defray costs of operation.

WINES OF EXCELLENCE SINCE 1881

THERE'S MONEY IN THESE BARRELS

They're "gold mines" for dealers who display them . . . these barrels stamped "Italian Swiss Colony." For this reliable old name—known by everybody—makes sales easy. And the **quality** of these fine wines brings in the **repeat** business — the **steady** kind that counts. Yes, there's money in these barrels. Put them on display—and watch them pay.

ITALIAN SWISS COLONY

California Wines -:- All Varieties

IN BULK OR BOTTLES

Vineyards: Asti, Sonoma County
Main office: 781 Beach St., San Francisco. ORdway 9420
Los Angeles office: 1340 East Sixth St.

NOW'S THE TIME
To
Feature
Nulaid Mediums

FEATURE NULAIDS . . . . all the year around. Feature *Nulaid Mediums* right now — when they represent a thrifty buy during the coming few weeks.

Nulaid Mediums are the same high quality as *Nulaid Large* — always fresh — the only difference being in size — or, more properly in weight per dozen.

Compliment the good taste of your customers — and at the same time show them you appreciate their natural good sense and thriftiness — by pointing out and recommending *Nulaid Mediums* — the quality kind of thrift — during the fall weeks when they are extra-plentiful, and low in price compared to other sizes.

And of course — your profit remains protected under California Fair Trade Act.

★

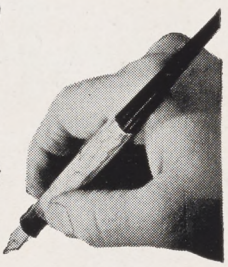
NULAID EGGS
Always Fresh!

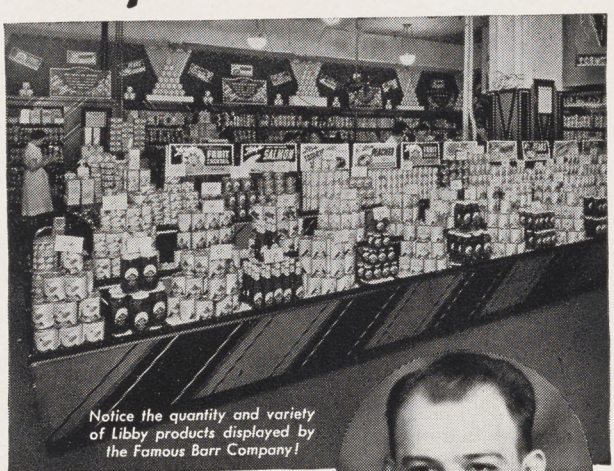
★

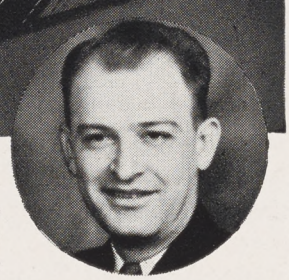
Product of
POULTRY PRODUCERS OF CENTRAL CALIF.
General Offices — San Francisco

"TO ATTRACT NEW CUSTOMERS . .
TO GET REPEAT BUSINESS . .

We stock 100 Libby items regularly"







says
H. L. ROBERTSON
Famous Barr Co. - St. Louis

One hundred Libby items regularly stocked! That's a success secret of the busy Famous Barr Company, St. Louis.

"We feel that by carrying the nationally known and advertised Libby line we attract new customers, satisfy them, and get their repeat business," says H. L. Robertson, manager of Famous Barr. "The quality of Libby foods has always been such that we can recommend it without hesitation."

More customers . . . more *steady* customers . . . faster turnover through the elimination of unknown, slow-moving stock . . . bigger profits. Hundreds of grocers besides Famous Barr are finding all those important advantages in *concentrating* on the Libby line. Get the facts from your Libby salesman, or write Libby, McNeill & Libby, Dept. PC-11, Welfare Bldg., Chicago.

YOUR FEATURE ATTRACTION
. . . . . *THE LIBBY LINE!*

Conventions Mean Dollars

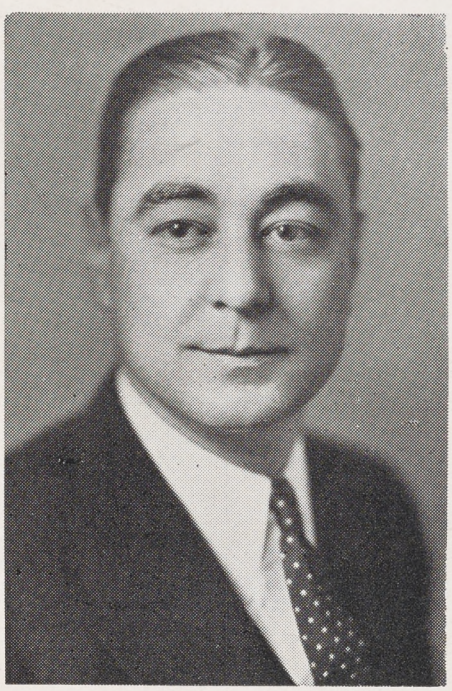
THEY raise Cain with our sleep sometimes. They block traffic with their parades. They even make us mildly provoked when a lot of them cluster on a sidewalk singing songs. But the convention delegates leave a lot of money behind them when they leave town, and give any city they visit valuable publicity.

Yes, the men and women who wear badges and ride around the boulevards are mighty welcome people to have around. All big cities realize this and have well-trained organizations working the year around to bring conventions their way.

In fact, there is a two-fisted competition going on all the time among cities of the nation for the various conventions.

San Francisco is represented by the San Francisco Convention and Tourist Bureau, of which Clarence E. Baen is president and Walter G. Swanson is vice president and general manager. How this bureau works is an interesting story.

As explained by Mr. Swanson, a solicitation is made like this:



Walter G. Swanson

Ambassador Sent

When the bureau decides to invite a convention, a San Francisco member of the organization to be invited is given the job of officially representing his city. Often he is assisted by a good-will ambassador sent by the tourist bureau. Of course, the inviting is done at the convention held the year before the one that is being sought.

A large banner is put up in the hotel lobby reading, "San Francisco invites you." A supply of poppies is sent along for the delegates. A motion picture, eight minutes in length, is provided to show the prospective visitors the attractions of the City by the Golden Gate. Finally, a specially prepared volume goes further into the attractions of the city, and includes letters of invitation from the governor and mayor.

The next step is to lobby for votes. Representatives of the Bureau become active in lining up votes for San Francisco as against the solicitations of other cities which want the convention. Sometimes there is a blood-and-thunder contest for certain conventions.

Distance Is Handicap

The distance of San Francisco from the main population centers is a big handicap in obtaining conventions, Mr. Swanson said. However, every convention that comes to any city on the Pacific Coast also helps all the other cities, because once a delegate comes this far, he or she wants to see the entire region before returning east.

The average expenditure of a delegate is figured at $12 per day, with each delegate staying an average of five days. The average convention dollar is spent as follows:

21 cents for hotel rooms.
20 cents for food.
18 cents for department store purchases.
13 cents for amusement.
8 cents for transportation.
6 cents for gasoline.
8 cents for wholesalers.
6 cents for miscellaneous.

One vital fact about convention business is that each dollar left by a delegate keeps on circulating from one merchant to another after the delegate is gone. Figures show that the average bank account turns over 26 times a year, which means that every convention dollar can be multiplied up to 26 times in figuring the total benefit to the city. The annual convention busines for the United States is estimated to total $125,000,000.

26,000 Coming

The biggest tourist month since the 1915 fair is predicted for June 1938, when three major national conventions will bring 26,000 people to San Francisco within three weeks. On June 13, the American Medical Association will include about 10,000 visitors. On June 20, the Rotary International will draw about 10,000 more. And on June 26, the Kiwanis convention will bring about 6,000.

The San Francisco Convention and Tourist Bureau is a membership enterprise, financed by

CONSISTENT QUALITY ADVERTISING PROFIT

Laura Scudder's
BLUE BIRD
Potato Chips

Attention compelling half page advertisements IN COLOR in leading newspapers are driving home the message of Laura Scudder's BLUE BIRD Potato Chips to thousands of consumers in your neighborhood.

Don't miss this golden opportunity! Stock BLUE BIRD Potato Chips and the complete line of Laura Scudder quality food products. Help yourself to some real profits!

Laura Scudder's
PEANUT BUTTER
BLUE BIRD POTATO CHIPS
TOASTED NUTS

Blue Bird Potato Chips, Inc.
SAN FRANCISCO DOuglas 8911
OAKLAND TRinidad 7870

hotel men, restaurant proprietors, department store owners, oil companies, and many other types of business.

Following is a complete list of conventions to be held in San Francisco in 1938:

(Note: "I"—international; "N"—national; "R"—regional; "S"—state; "D"—district.)

JANUARY

National Marine Engineers Beneficial Association (N), January 17.

FEBRUARY

Fire Underwriters Association of the Pacific (R), February 8-9.

MARCH

Grand Court, Order of the Amaranth of California (S), (date not set).

Association of Western Hospitals (R), March 28-31.

MAY

American National Red Cross (N), May 1-6.

Western Traffic Conference (S), (date not set).

California Congress of Parents and Teachers (S), (date not set).

JUNE

American Psychiatric Association (N), June 6-10.

American Medical Association (N), June 13-17.

Rotary International (I), June 20-25.

Kiwanis International (I), June 26-July 2.

National Association of Credit Men (N), (date not set).

American Society of Agricultural Engineers (N), (date not set).

League of Western Writers (R), (date not set).

JULY

National Archery Association Tournament (N), (date not set).

AUGUST

Society of American Bacteriologists (N), Aug. 30-Sept. 1.

National Women's Christian Temperance Union (N), (date not set).

Kappa Alpha Pi Fraternity (N), Aug. 8-13.

Hotel and Restaurant Employees International Alliance and Bartenders International League of America (I), (date not set).

SEPTEMBER

Alpha Kappa Kappa Fraternity (N), (date not set).

American Association of Railroad Ticket Agents (N), (date not set).

American Transit Association (N), (date not set).

DECEMBER

California Association of Convention Managers (S), (date not set).

Air and Sun Contribute To Fontana Success

Air-conditioning and sunshine—these are two of the notable things about the big South San Francisco plant of the Fontana Food Products Company. Grocers, food dealers, and housewives are familiar with the famous Fontana package in which is packed the various Fontana pastes—for Fontana is a pioneer name in the macaroni industry. But not everyone is aware of the scrupulous care employed and the ideal conditions that prevail for the manufacture of the tasty Fontana Macaroni, Spaghetti and Egg Noodles.

The air-conditioning method used by Fontana's assures uniformity of the product, the like of which is not possible under ordinary conditions of production. This method is protected by Fontana patents. The ordinary method of curing is dependent upon the sun and weather conditions—but with controlled "weather"—always perfect—the various paste products go through the giant kiln chambers under exacting conditions of temperature and humidity. This, Fontana's has done for many years. It assures perfect uniformity to the consumer; it has been worth the effort.

Huge windows in the plant account for about 85 per cent of the wall space, thus making it a sun-drenched or sunshine factory. Cleanliness is a creed in the Fontana factory. Real pride is taken in the spotless plant interior and in the clean factory-sealed package.

Proud, too, are the Fontana people of the high quality ingredients that are used. In Fontana's Egg Noodles real egg yolk is always used; in macaroni and spaghetti 100 per cent pure Durum Semolina—not flour—is used.

Fontana's Macaroni, Spaghetti and Egg Noodles carry the Seal of Acceptance of the American Medical Association's Council on Foods. The "Accepted" seal denotes that Fontana's paste products, and advertisements for them, are acceptable to the Council on Foods of the American Medical Association.

General Food News

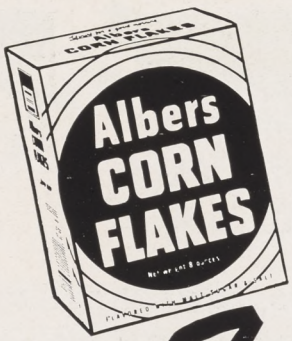
Blame for part of the world's current war jitters was laid to faulty diets by Lewis W. Waters, research vice-president of the General Foods Corporation.

In an address to scientists attending the first Food Technology Conference at the Massachusetts Institute of Technology, Mr. Waters said that malnutrition affects the nervous and emotional systems of nations as well as individuals. "The food technologist, with the soundest of reasoning, can point out that war, war threats, and international suspicion, may be dietetic as well as economic and political.

"In this part of the world, the finest fruits, vegetables, meats, fish, and cereals are available in abundance at popular prices. Little wonder that so many people are optimistic, ambitious, and cheerful even in the face of tremendous difficulties. That attitude is partly due to our food and diet," he said.

National Milk Week

To educate the public to drink more milk, National Milk Week has been announced for the week of November 14-20. A heavy-hitting publicity campaign is being organized, and dealers will be supplied with special posters to increase their sales.



Crispi-Fresh

The new Western made Corn Flakes — Valuable merchandise coupon in every package!

Albers
CORN FLAKES

Keeps your customers satisfied because
WHEN IT RAINS • IT POURS

IODIZED OR PLAIN, WITH A SPOUT THAT WON'T TEAR OUT!

MORTON'S SALT

S. & W. Markets Drip Grind

Meeting the growing public preference for drip coffee, the roasters of S. & W. Mellow'd Coffee this month announced the marketing of a new drip grind in addition to the regular grind of this leading brand.

Executives of S. & W. Fine Foods, Inc., predicted a sharp increase in the sales of S. & W. Mellow'd Coffee as the result of the introduction of this new drip grind. "Our decision to create a new drip grind of S. & W. Mellow'd Coffee was made over a year ago," comment the S. & W. heads. "From extensive surveys we discovered that the sales of drip and vacuum-glass coffee-makers were rapidly challenging—and even surpassing—those of the older kinds of coffee-makers. These facts clearly indicated the need for a special, fine drip grind of S. & W. Mellow'd Coffee.

"However, we were determined not to introduce an S. & W. drip grind until we knew beyond all doubt that we had the perfect type of grind for brewing delicious drip coffee. This required months of patient experiment and scientific test in the S. & W. coffee laboratories. But the result is, we believe, the finest kind of grind yet achieved for making drip-coffee."

Remarking about the distinctive characteristics of the new drip grind, the S. & W. officials state, "It is neither 'powdery' nor coarse. It is ground to the exact, uniform degree of fineness found to produce the most delicious results in drip coffee-makers. The particles are scientifically cut to instantly yield all of that deep, rich, mellow'd flavor. For the same important reasons, the new S. & W. drip grind eliminates waste and trouble from the making of drip coffee."

Like the regular grind of S. & W. Mellow'd Coffee, the new drip grind comes in a vacuum-packed container in the standard sizes.

Albers Corn Flakes Boom

Although the new Albers Corn Flakes have been introduced into San Francisco and the Bay Area only a little more than a month, demand for this new Western made product has been so great that the Oakland mill has been stepped up to three shifts a day, according to N. B. Stern, district sales manager for Albers Bros. Milling Co.

Albers Corn Flakes are advertised in newspapers and on Albers popular Coast-wide radio program, "Good Morning Tonite," heard at 8:30 p. m., Tuesdays, over the Red Network.

South Sea Islanders spread "skin" of a raw egg over small cuts and wounds, contracting as it dries, it forms an airtight covering.

A GRAND QUARTET OF MIXERS!

Your customers will sing the praises of this fast selling quartet more than ever, now that the Fall and Winter party season has begun. Billboards, painted walls and powerful radio advertising assure you that every Saturday afternoon and evening . . . and during the week, too . . . there'll be thousands of glasses filled to the brim with these famous mixers that are made to suit every taste . . . priced to fit every entertainment budget!

PAR-T-PAK

GINGER ALE
LIME RICKEY
WHITE CLUB SODA
BUBBLING WATER

10c A FULL QUART

•

TUNE IN

"The Par-T-Pak Pigskin Parade"
"TODAY'S FOOTBALL"

A sparkling review of every Saturday's highlights on the All American football front starring Doug Montell and Bill Nelson.

KFRC Saturday Evening **7:45 P.M.**

•

STANDARD BEVERAGES, LTD.
SAN FRANCISCO OAKLAND

A Complete Aviation Project Is Being Made Available to Schools by H. J. Heinz Company

Through a national distribution of pictures of aviators and aircraft in Heinz Rice Flakes and Breakfast Wheat packages, the company found ample evidence of a wide-spread interest in aviation and its development and as a result is sponsoring a general project that was prepared by leading educators.

The project centers in a 36x52-inch wall map in ten colors, which presents pictorially and graphically the courses of pioneer flights and present commercial air routes of the world, pictures of aviators and aircraft, and facts and figures relating to aviation. The teacher's manual, which accompanies the map, consists of 32 pages of information on aviation.

With approximately 21,000,000 grade school children, and increasing demand for such projects, widespread distribution is anticipated.

Heinz cereal packages will continue to contain pictures of aviators and airships, and consumers will have an opportunity to obtain suitable albums for preserving them.

H. J. Heinz Company is offering a 100-page Heinz Book of Meat Cookery in exchange for sales or register slips showing the purchase of two bottles of Ketchup. The offer applies only in the United States and expires October 31, 1937.

Several editions of the book have been exhausted through a national distribution but never before has it been given away free or used as a premium.

Don't be afraid to show merchandise and talk about it. This helps the customer make her selection.

ALPINE COFFEE

A Nestlé Product

When customers drink their first cup of Alpine Coffee — they're *sold.* Locked-in freshness and delicious flavor do *that.*

And that little job of selling them before they taste it? The name "Nestlé" does *that.* For Alpine Coffee is the newest member of that fine old family — Nestlé Products — familiar in households for fifty years.

But here's something for *you* to do, Mr. Grocer. Stock Alpine Coffee. Talk it to your customers. And get in on the big business that Alpine's building up.

ALPINE COFFEE

A new product of NESTLÉ'S MILK PRODUCTS, INC.
112 MARKET STREET SAN FRANCISCO

This is the Flag-on-the-Bag display your customers will look for. Note entry blanks attached to pole.

8,200,000 ADVERTISING MESSAGES

VIA NEWSPAPER AND RADIO IN THE WEST ONLY

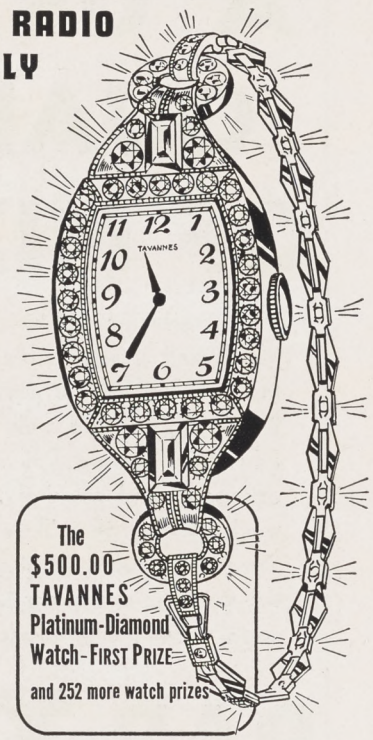
Telling your customers about the

$10,375 IN PRIZES

for the

DRIFTED SNOW FLOUR TAVANNES WATCH CONTEST

Think of it—more than three messages to every housewife in the West, telling her: "Go to your grocer for details of this $10,375 Contest—look for the Flag-on-the-Bag display."



HOME-PERFECTED IS A REGISTERED TRADEMARK OF GENERAL MILLS, INC.

DRIFTED SNOW "Home-Perfected" FLOUR
REG U S PAT OFF

George Wheeler Comes West

A business trip to the West Coast was enjoyed last month by George Wheeler, sales manager of the Penick and Ford Sales Company, Inc.

Mr. Wheeler announced an intensive advertising campaign for Vermont Maid Syrup, beginning November 1. In addition to other Western advertising, Vermont Maid will be on Station KFRC, San Francisco, six days a week for seventeen weeks, and the Oakland Tribune, the San Francisco News and the San Francisco Call-Bulletin will be used frequently during that period.

W. I. Hollingsworth, Sr. Passes Away

Readers of the Pacific Coast Review will learn with regret of the death of W. I. Hollingsworth, Sr., distinguished pioneer Los Angeles realtor and business man, who passed away in a Glendale Sanitarium September 30.

In addition to many other interests, Mr. Hollingsworth was vice president of the Fresno Brewing Company and one of its large stockholders. Prominent in the front rank of Los Angeles real estate operators credited with the growth of that community, he had been honored by the Real Estate Fraternity with national, state and local offices. He was also well-known in club and fraternal circles.

Despite early rumors of heat damage, Napa County expects to harvest about 15,000 tons of prunes this season.

New Caramel Flavors

In answer to the growing demand for new flavors, comes the announcement by the Kraft-Phenix Cheese Corporation of "something new in caramels." Last month six new flavors of the well-known Kraft caramels appeared on the market, including true molasses, rum, raspberry, coconut, licorice and coffee, added to the two old flavors, chocolate and vanilla.

The subtle blending of these true flavors with the rich caramel flavor is said to produce something new and delightful.

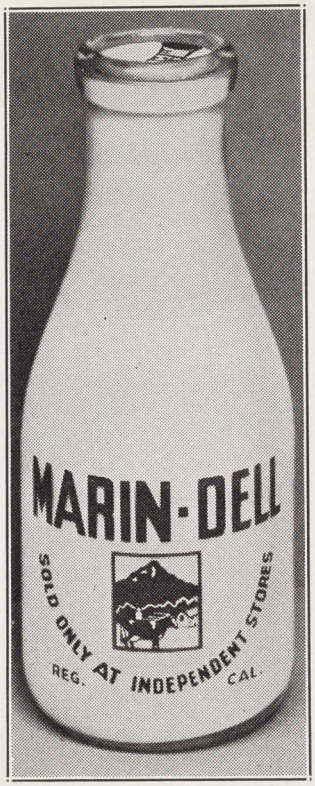
Irene Rich New Hollywood Broadcast

Irene Rich is now broadcasting direct from Hollywood every Sunday evening on a coast-to-coast hook-up of the N. B. C. Blue Network.

For the past four years this program has been successfully building sales for the Welch Grape Juice Company and the thousands of dealers distributing Welch products. The change of broadcasting time to Sunday evening will increase the radio audience and naturally the demand for Welch's Grape Juice and other pure fruit products.

"We, the People" Returns

Sanka Coffee's famous "Drink it and Sleep" story will be carried this fall and winter to millions of radio listeners in all parts of the county by the sensational "We, the People" radio program which last year was rated by critics "the outstanding new idea show of the season."



SOLD ONLY BY THE INDEPENDENT STORES

"MARIN-DELL MILK . . . HOURS FRESHER . . . DEEPER CREAM-LINE . . . EXTRA RICHNESS . . . PATRONIZE YOUR INDEPENDENT STORES . . . YOUR INDEPENDENT MERCHANT SERVES YOU BEST . . . "

EVERY SATURDAY NIGHT OVER KFRC BUDDA "SELLS" THESE MESSAGES ON

MARIN-DELL'S

UNREHEARSED, SIMON-PURE AMATEUR HOUR

VISIT MARIN-DELL AT THE FOOD SHOW

A TOAST FOR THE LADIES

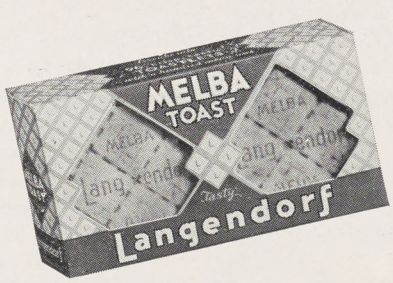
100 NEW MENU IDEAS

Just what the ladies want! A crispy, crunchy, butter-brown toast . . . ready to serve! Marvelous on reducing diets . . . grand for teething babies . . . mighty okay for dad's hunting trips!

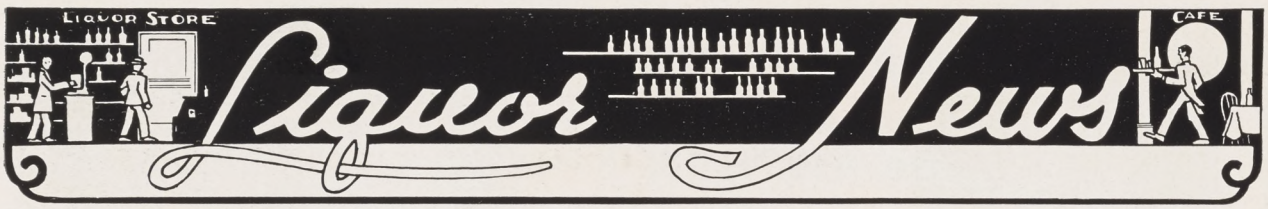
Langendorf Melba Toast is a swell dish any way the lady chooses to serve it! Crumbled as a breakfast cereal with berries and cream! (Extra sales for you there, sir!) Used to dress up creamed tuna, chicken, eggs, chipped beef! Very correct with soups, salads, cheese. Great for grilled sandwiches. Mighty swanky for appetizers.

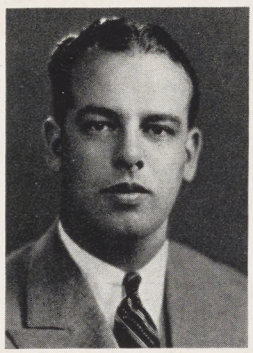
You can see for yourself this isn't "just another melba toast." This is double-baked, double-good Langendorf Melba Toast with hundreds of clever uses. All good . . . all new . . . all advertised.

Ladies, by the thousands, are buying Langendorf Melba Toast every day. It pays a mighty sweet profit!—We knew you'd be interested!



LANGENDORF MELBA TOAST





JOHN MENZIES

The firm of Parrott & Co. handles such high-grade brands of liquor as Teacher's Highland Cream Scotch Whiskey, Gordon's Distilled London Dry Gin, and Hennessy Cognac. The Christmas seasonal campaign on these three lines will begin about the first of next month, Mr. Menzies announced just before leaving for New York.

Restaurant-Bars On Spot?

A lawsuit that is expected to clarify the status of all establishments which operate a restaurant and bar jointly is the action filed against Omar's Dome Cafe, Los Angeles, by George Y. Hammond, superintendent of the Anti-Saloon League. Hammond charges the proprietors with maintaining and conducting a public saloon and bar in violation of article 22 of the constitution of the State of California, and also in violation of sections 2M and 53 of the Alcoholic Beverage Control Act of California.

Wine Consumption Increases 21 Per Cent Over Last Year

An average gain of 21.68 per cent in all markets is reported by the California wine industry for the first six months of 1937. California wineries sold 26,068,692 gallons during the half-yearly period, with about two-fifths of this amount being sold outside the state.

Total gallonage for the year is predicted to be about 65 million gallons, as against 54 million gallons in 1936 and 40 million gallons in 1935.

Brewers in Ad Fight

The proposed spending of a million dollars for pro-beer advertising and publicity has caused a major turmoil in the ranks of brewers throughout the country. The million dollars would be spent by the United Brewers Industrial Foundation, a public relations organization sponsored by the American Brewers Association. Those in favor based their support on the alleged need of selling the beer industry to the public. Those opposed to the campaign uphold that such a campaign would injure public relations more than it would help.

Half Billion in Taxes

Liquor taxes for the first 10 months of the fiscal year of 1937 totaled nearly $500,000,000, or 14 per cent of the total internal revenue collections, according to figures released by the Internal Revenue Bureau.

Crab Orchard Profits Jump

A lowering of the price to dealers on 18-months old Crab Orchard and Mellwood whiskies, plus a retention of the same stop price as formerly, means new profits to dealers on those two National Distillers Products Corporation items.

New Beer Sizes Opposed

Members of the California State Brewers Institute have gone on record opposing any new sizes of beer containers, either bottles or cans. There are too many sizes on the market now, the Institute contends.

Bourbon Output Curtailed

The high price of corn has curtailed the production of bourbon whisky temporarily, according to word from distillery centers. With corn selling as high as $1.30 just prior to the summer shut-downs, distillers were awaiting a drop in prices before resuming production. Such a drop has been expected momentarily, and output is expected to resume normal figures.

Dealers Are Warned

Retail liquor dealers who are lax about the two o'clock closing and the minor rules are taking warning from the news issued in Sacramento of licenses being suspended for violations. In July, sales to minors resulted in the revocation of two licenses and the suspension of 29 others; violation of the 2 a. m. closing rule cost the licenses of four dealers and the suspension of four more.

BAUDINO
VERMOUTH

From sunny Italy comes this quality vermouth.

Your customers will like it.

ROLANDELLI CO.
San Francisco

Exclusive distributor for Western States

31 Proof

On the Uses of the Lemon

The lemon really works wonders in the field of hygiene. Here are some of them:

—Gargling with a solution of lemon juice and water cures a headache and a cold.

—Half a lemon squeezed into a cup of coffee, without sugar, cures a headache.

—A glass of strong lemonade, without sugar, taken before meals, is a first class preventative against the diseases of bile.

—Lemon juice curdles the milk and turns it into sour-milk. If we put this lemon-curdled milk as a poultice on the swollen parts of a patient suffering from rheumatism, the swelling is at once considerably relieved.

—Sugar diluted in lemon juice is the best medicine for cough.

Sales Tax Must be Taken

October 1 marked the beginning of the new regime in sales tax collection, in which grocers and all other retailers are compelled to collect the full amount of the California 3 per cent sales tax on all taxable items. Points of the new schedule follow:

1. "Sales tax reimbursement" must be calculated at 3 per cent of the sales prices exclusive of such tax reimbursement or its nearest equivalent in accordance with a posted schedule. The schedule used to calculate sales tax reimbursement must be designed so as to result in sales tax reimbursement in an amount as nearly equivalent as practicable to 3 per cent on total taxable sales and to 3 per cent on the average amount of individual taxable sales.

2. A notice must be posted in a conspicuous place in the premises stating that sales tax reimbursement, calculated in accordance with paragraph 1 above, will be added to all posted or advertised prices of goods, the sale of which is not exempt from the measure of the retail sales tax; or each posted or advertised price must show the amount of sales tax reimbursement separately.

3. The amount of sales tax reimbursement must be stated separately on all sales tags, invoices, or on periodic billings of credit accounts, with respect to sales which are included in the measure of the retail sales tax.

7UP
REG. US PAT. OFF.

"DOUBLE-UP" YOUR PROFITS with SEVEN-UP

The Drink That Everyone Likes

It costs you just as much to handle a low profit beverage as to handle a high one, doesn't it? So why not get behind Seven-Up — give it position over low margin drinks and use the abundant supply of dealer-help display material available to you.

Backed by extensive radio, newspaper and point-of-sale advertising

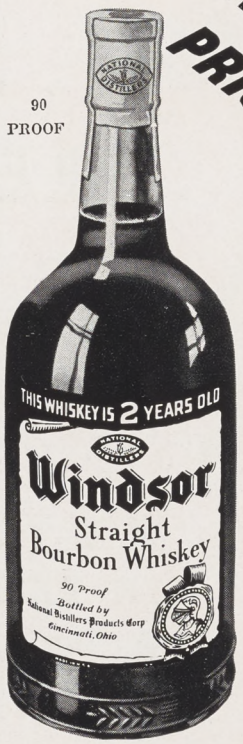
Call or write for complete information on getting more profits from your beverage sales.

W. H. Easley, *Manager*

SEVEN-UP BOTTLING CO.

1349 Stevenson St., S. F. UNderhill 1777

NOW THAT WINDSOR'S PRICE IS DOWN



DEALERS EVERYWHERE SAY: "WINDSOR SALES ARE DEFINITELY UP"

Where else can your customers get a buy like this — nationally known Windsor — 2 years old — at a price they usually pay for younger or lesser known whiskies! No wonder Windsor sales are skyrocketing. Are you getting your share? You will if you display Windsor.

WINDSOR

STRAIGHT BOURBON WHISKEY

YOUR GUIDE TO NATIONAL DISTILLERS GOOD LIQUORS

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

METAXA

. . . a delicious

GREEK *specialty*

FROM THE GRAPES OF THE
SUN-KISSED HILLS OF GREECE

★

METAXA IS USED
IN THE SAME MANNER AS
A BRANDY OR CORDIAL

3 star is 90 proof
5 star is 92 proof
7 star is 96 proof

R. C. WILLIAMS & CO., INC.
LL No. 1 . . . . . NEW YORK, N. Y.

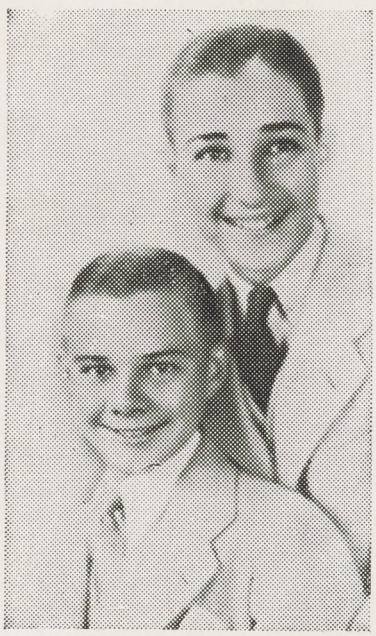
Sole American Representatives for
S. & E. & A. METAXA, PIRAEUS, GREECE

J. C. MILLETT & CO.
118 SACRAMENTO ST., SAN FRANCISCO
Exclusive Distributors, Northern California and Nevada

Importer's License G-111

Bell-Brook Presents Radio Program To Boost Independent Store Volume

"Reaching into San Francisco homes through the air lanes, Bell-Brook Dairies' new radio program on KYA, 'The Adventures of Sonny and Buddy,' is specially designed to bring new customers to the independent dealer," said Tom Swan, Sales Manager of the big independent dairy.



Sonny and Buddy themselves

"This series of 15 minute broadcasts, presented every Monday, Wednesday and Friday, from 5:15 to 5:30 P. M., dramatizes the thrilling adventures of two typical young American boys," continued Swan. "For sheer thrills and red-blooded action, it's tops in every way. And although mainly directed to youngsters, its fast moving plot really attracts the older members of the family too."

"In all commercials we attempt to build up the prestige of the independent dealer, to let the audience know that this program is brought to them not only by Bell-Brook but by their friendly neighborhood stores. Naturally, all commercials urge listeners to buy from independent dealers where they can be sure of getting prompt personal service and the finest foods at fair prices.

"Just as we maintain our dairy products at the highest possible standard, so we are attempting to make this program one that will bring young radio listeners the best in entertainment. By good, hard selling over the air, we're out to bring many a new customer to the independent dealer."

Juicidrink Nectars Accepted

The newest member of the fruit beverage family has apparently displaced none of the old favorites, but rather has increased consumption all along, according to Richmond-Chase Company, manufacturers of Juicidrink Nectars. After experimental distribution of Apricot Nectar in 1935 had shown public acceptance, Pear, Plum, Peach and Peach-Nectarine Nectars were put on the market with good success. The company plans promotional efforts to stimulate sales of the Juicidrink Nectars.

Food Moves Faster

Both imports and exports of foodstuffs increased during the first six months of this year, the Department of Commerce reports. Exports of food were 10 per cent larger in June than for the same month last year, while the half-yearly mark for this year was 11 per cent higher than for the first six months of 1936. Imports for June gained 34 per cent over last year, and 36 per cent increase was shown for the half year.

4 to 1 he'll stay with RAINIER

Sales surveys show that Rainier Ale is a 4 to 1 best seller over any other brand on the Pacific Coast.

•

This means you have 4 chances out of 5 of making a sure sale and easy profit if you stock Rainier Ale.

RAINIER BREWING COMPANY, INC.

A LIFT without a letdown

Macabre Advertising

Here is one of the most attractive ads published recently in a German daily: "Our company keeps the most elegant coffins and the most luxurious hearses. We have three classes of hearses. The first class hearse satisfies the most artistic taste. It is adorned with a golden angel and is pulled by six magnificent horses. The driver wears a golden livery. The second class hearse, etc." "We therefore hope," continues the ad, "that the public will appreciate our efforts to please and our material sacrifice to give dignified service and it will hasten to use our coffins and our beautiful hearses."

The Story of the Handkerchief

The use of the handkerchief during the middle ages was unknown in any country in the world, except in Italy. In the 16th century it was hardly known in France, Switzerland and Germany. Much later, in the 18th century, the use of the handkerchief became popular all over Europe. The Romans used their "sudarium" to wipe off their perspiration. It is not certain whether they also made use of it to blow their nose. Anyhow, it was from the Romans that the modern Italians acquired the custom of carrying on them a piece of cloth to wipe themselves.

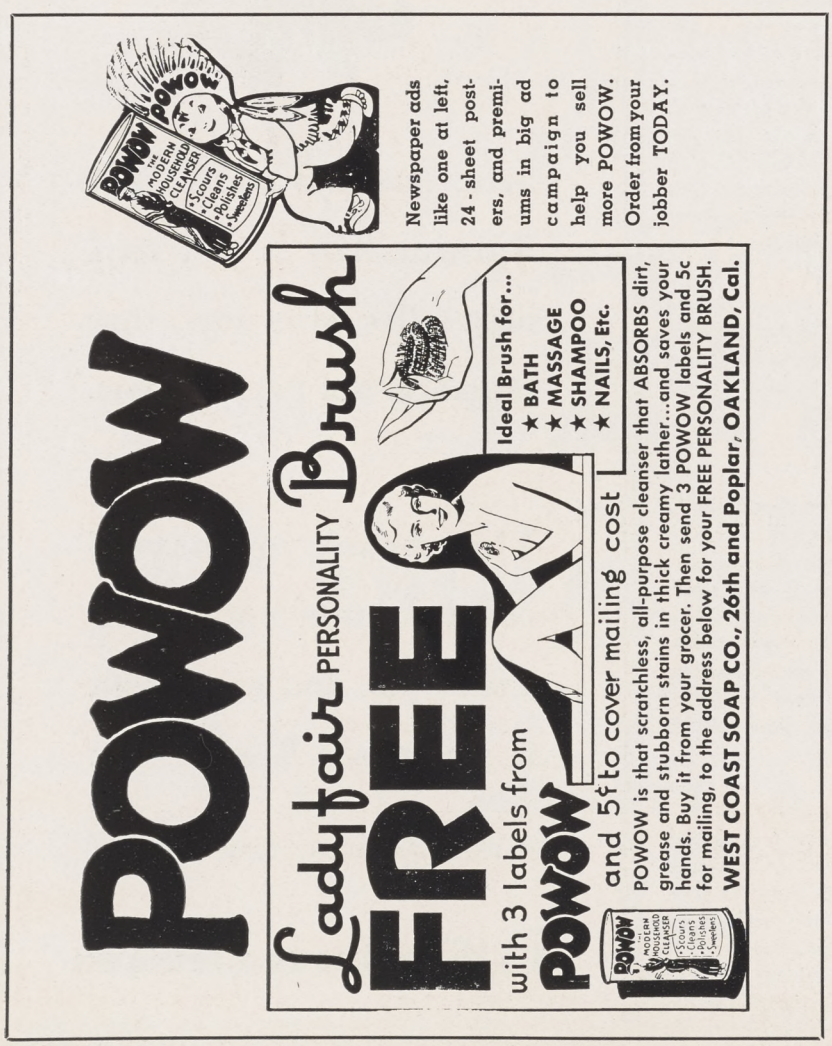
Lapland

Everyone has heard of Lapland, but actually there is no such country. The name is merely applied loosely to the Northern parts of Norway, Sweden, Finland and Russia where roam those nomadic herdsmen of the frozen, barren tundras, the Lapps.

Though they wander over a vast territory, the Lapps number only 31,000. Most of them (20,000) are found in Norway. From time immemorial the Lapps have lived in the tundras.

Living in a cold barren region, the Lapps are almost entirely dependent for a livelihood upon their herds of reindeer which supply them with food and clothing and transportation.

Their huts are built over pits dug in the ground roofed over with sod.



Facts About Southern Pacific

Southern Pacific is one of the world's largest transportation systems. Its lines extend from Atlantic to Pacific and

from Portland, Oregon, to Guadalajara, Mexico, embracing approximately 16,000 miles of rail lines and 5,940 miles of water lines.

The Company has more than 51,000 stockholders and in normal times employs about 100,000 men and women to whom salaries totaling about $165,000,000 are paid annually. The Company also spends annually more than $31,000,000 for materials and supplies and nearly $14,000,000 in taxes. It owns 2,137 locomotives, 2,899 passenger coaches, 67,899 freight cars, 13 ocean steamships, 10 passenger ferry steamers, and has half-ownership in 34,348 refrigerator cars. It also owns 5,203 outfit cars used by the Maintenance of Way Department.

Wagener Promoted

Norman Williams, head of the Hickman Products Company, division of Best Foods, announced last week the promotion of William Wagener to the position of sales supervisor for Northern California of the firm.

Officers' Pay Raised

State Board of Equalization officials had their pay upped all along the line in a recent adjustment of salaries. Chief beneficiary was Dixwell Pierce, secretary of the board, who not only received a raise in salary but also was awarded $3200 in back salary. George M. Stout, state liquor control administrator, was given an increase from $416 per month to $833 per month.

Nevada Revenues Gain

A rise in the revenue from liquor licenses and stamps is reported in the State of Nevada for the fiscal year ending Aug. 1. Stamp sales amounted to $122,215.50, an increase of 2.24 per cent. License sales amounted to $16,015.04, an increase of 4.74 per cent.

Three submarine cables will provide electricity for the 1939 Golden Gate International Exposition on its Treasure Island in San Francisco Bay.

Voluntary Chains to Stay

With 100,000 retail independent grocers now doing business via the voluntary chain method in the United States, the question has arisen, "What will the Robinson-Patman bill do to these organizations?"

Now that the bill has been in force for some time, some changes in alignment would doubtless be showing by now if that bill were to have any effect on the set-up.

Indications are that the voluntary chain will continue to thrive. While many buying advantages formerly enjoyed by this type of organization have been nullified by the Robinson-Patman bill, the advantages of a large group of stores pooling their efforts in the merchandising field seems to be justification enough to keep the voluntary chain on its feet.

Jack Benny for Jell-O

Jack Benny, radio's famous "Jell-O Everybody" comedian, returned to the air October 3 to resume his efforts for Jell-O. The sauve jester will broadcast as he did last year over the coast-to-coast NBC Red network from 7 to 7:30 p. m., E. S. T., with a repeat performance for the West at 8:30 p. m., P. S. T. Other stars will be Mary Livingstone, Jack's charming partner in private and professional life, and Kenny Baker, Jack's timid tenor.

Restaurateurs:

GOOD CRACKERS ARE IMPORTANT!

Wise chefs know that a good soup can be spoiled by poor crackers. It's *also* true that crispy, crunchy, tasty crackers like CREAM FLAKE SODAS bring out the very best in any dish. Start now to please your customers with the best crackers you can get! Made in San Francisco, CREAM FLAKES come to you FRESH!

CREAM FLAKES

"The Aristocrat of Crackers"

CALIFORNIA CRACKER CO.

Operated By Home Folks

MILLIONS OF HOUSEWIVES *Demand*

YOLANDA SALAD OIL

and will accept no substitute.

WHY?

Because the quality of YOLANDA has never changed! The refiners of YOLANDA will not break faith with their consumers who have placed their confidence in this brand and depend upon its uniformity.

Simonin's 60 years of experience in preparing salad oil for Greeks and Italians, and their high sense of integrity and reliability during this time, are your best guarantees.

Refuse substitutes offered under fancy names. Insist upon YOLANDA!

Distributed in all sizes by

G. GRANUCCI & SONS

424 Battery Street San Francisco, Calif.

National Macaroni Week
October 10-16

Chipped Beef With Spaghetti

1 pkg. Fontana Spaghetti
or Noodles
Minced parsley
1 cup chipped beef
1 cup Fontana Mushroom Gravy

1. Boil noodles in salted water for 10 minutes. 2. Saute chipped beef in about two tablespoons olive oil until frizzled. 3. Heat Fontana Mushroom Gravy in can as directed. Place cooked noodles on platter, place frizzled chipped beef on top and pour over the hot Mushroom Gravy. Sprinkle over all the minced parsley. Serve at once.

Egg Noodle Nests

(*Makes 4 generous servings*)
5 oz. thin egg noodles
6 or 8 eggs
½ cup cream
4 teaspoons butter
Salt and pepper

1. Cook egg noodles until tender. Drain. 2. Grease large muffin pan well, and in each cup place some egg noodles to make a nest, being careful to have them come up on the sides of the cup. 3. Into each nest break one egg. 4. To each add 1 tablespoon of cream, ¼ teaspoon butter, ⅛ teaspoon salt and a sprinkling of pepper. 5. Place in a hot oven (400 degrees) and bake until eggs are set.

Macaroni Jardiniere With Asparagus

(*Makes 4 generous servings*)
½ lb. macaroni
1 can or bunch of asparagus
3 tablespoons butter
3 tablespoons flour
1½ cups milk
1 teaspoon salt
¼ teaspoon paprika
½ cup bread crumbs, buttered
1 hard cooked egg, sliced

1. Cook macaroni until tender. and drain. Cook asparagus, if using fresh variety. 2. Make white sauce of the butter, flour, seasonings, and milk, and add to the macaroni, together with the asparagus cut in small pieces. 3. Cover with the bread crumbs; bake in a moderate oven (325 degrees) for 20 minutes. 4. Serve with Hollandaise Sauce.

Hasty Hot

(*Makes 4 generous servings*)
½ lb. spaghetti (short preferred)
½ cup chopped bacon
1 onion, chopped fine
1 green pepper, chopped
2 cups boiling water
½ teaspoon salt
1 cup tomato puree
Olives and parsley

1. Fry bacon, onion and green pepper until slightly brown. 2. Add uncooked spaghetti, water, salt, and tomato; cook about 20 minutes, stirring frequently. 3. Garnish with olives and parsley; serve immediately.

Spaghetti Plate

(*Makes 4 generous servings*)
½ lb. spaghetti
2 cups chopped cold meat
¼ cup minced carrot
¼ cup minced celery
2 tablespoons flour
1 cup milk
1 tablespoon lemon juice
1 teaspoon chili sauce

1. Cook spaghetti until tender. Drain. 2. Mix cold meat, carrot, and celery. Add flour and milk and cook slowly until well heated. 3. Add lemon juice and chili sauce. 4. Arrange spaghetti around a platter, filling the center with meat. Garnish with a sprinkling of chopped green pepper or parsley.

S. & W.

S. & W. Fine Foods, Inc., is now using tumblers exclusively for their preserves. The tumbler with its re-use value makes an excellent sales package. It is Vapor-Vacuum Sealed with a Top Seal Whitecap.

GO DOWN THE LINE
with
GOLDEN STATE
Dairy Products

Because customers want *quality* in dairy products, good grocers everywhere are finding it pays in satisfaction and profit to carry GOLDEN STATE.

• • • •

Milk *Buttermilk*
Butter *Cheese*
Cream *Cottage Cheese*
Evaporated Milk
Malted Milk

• • • •

GOLDEN STATE BRAND DAIRY PRODUCTS

Golden State
COMPANY, LTD.
Producers and Distributors of California's Finest Dairy Products

Canny and Otherwise

He was one of those fellows who would gladly give you the shirt off his back if he had one.

⁂ ⁂ ⁂

The eyes are the windows of the soul. Too bad, some have specks on.

⁂ ⁂ ⁂

The trouble with Turkish baths is that they bring out the worst in you.

⁂ ⁂ ⁂

Beauty hint for women. Take one glass daily with a pair of tweezers.

⁂ ⁂ ⁂

Wages are bound to get better. But don't remove the bandage too quickly.

⁂ ⁂ ⁂

What this country needs is a few more politicians to tell us what this country needs.

⁂ ⁂ ⁂

America—the home of the brave—but the free list has been suspended.

⁂ ⁂ ⁂

More toleration and less holleration.

⁂ ⁂ ⁂

Don't indulge in back fence gossip. It's as near as your telephone.

⁂ ⁂ ⁂

I owe what I owe today, to my darling little wife.

SEB.

Mulligan Firm Handles Imports

Specializing in high grade imported liquors, W. J. Mulligan and Company covers the eleven western states with a full line of wines, liqueurs, champagne, etc. R. C. Schwerin is manager of the liquor department.

Lines handled by the firm include: G. H. Mumm & Associates, Inc., Champagne; McCallum Scotch Whiskey; Plymouth Gin; Bisquit Du-Bouchett Cognac; Valckenberg Rhine Wines; J. Calvet et Cie Bordeaux wines; McKenzie & Co., Ltd., sherries; Hunt, Roope & Co., ports.

GALLAND MERCANTILE LAUNDRY COMPANY

Hotel, Club and Restaurant Flat Work

Table Linen Furnished to Cafes

Coats and Gowns Furnished for all Classes of professional services

EIGHTH and FOLSOM
San Francisco
MArket 4514

A Sensational Bargain in Bulbs! To increase the number of our customers by 25,000, we will send you FREE a nice collection of 365 Spring and Summer flowering Bulbs: HYACINTHS, TULIPS, NARCISSI, CROCUS, IRIS, ANEMONES, etc., all varieties separately packed and named. Send us for postage, packing, etc., a one dollar treasury note by registered letter, and mention your name and full address in block letters. Six collections together with six addresses only five dollars. Please do not send coins or stamps, and mention the name of this paper. Dispatch carriage paid all over the world without increase in price.

FRANK VAN BORSSELE
Bulb Grower
HEEMSTEDE, HOLLAND, EUROPE

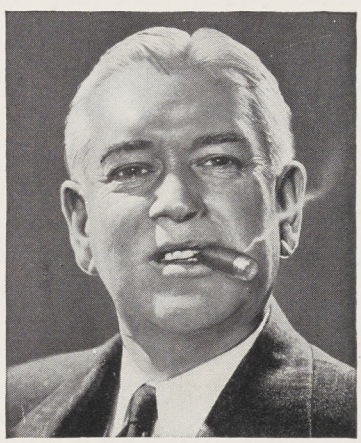
GOLDEN GATE
Macaroni Products

The Best in Macaroni
Spaghetti, Vermicelli and Fancy Paste
May We Serve You

Golden Gate MacaroniCo.,Inc.
930-32 Octavia, San Francisco

Like most smokers, I don't enjoy any cigar that doesn't have Havana. Was astonished to find it in PHILLIES for 5c. It suits my taste better than the more expensive cigars I've smoked. It's mild—has a delightful aroma—and doesn't bite my tongue.

Try **PHILLIES · 5¢**



Didn't think any cigar for 5c could suit my taste. Found PHILLIES so mild, mellow and fragrant that I wouldn't smoke any other cigar now on a bet. I haven't found a single PHILLIES with a bitter taste—and that's saying a lot.

Try **PHILLIES · 5¢**

What I like best about PHILLIES is that it is a mild cigar with the taste and aroma of fine Havana—and never bites my tongue. It's the only cigar my wife enjoys having me smoke in the house.

"Pantry Parade" Marches In Del Monte Campaign

A colorful advertising campaign featuring the "Pantry Parade" will swing into action on October 20 as the Del Monte line enters its first big fall selling event.

The familiar Del Monte "chefs" move generous supplies of Del Monte foods onto empty pantry shelves in the attractively illustrated special ads in Sunday magazine supplements. The Sunday supplement ads will appear first in the American Weekly and This Week on October 24, with billboards in more than 250 of the country's leading markets appearing at about the same time.

The "Pantry Parade" idea has the double-barreled appeal of the parade idea linked with the timely suggestion of "stocking up" for winter months ahead.

This special campaign follows the popular "Variety Show of 1937" featured last spring, which is reported to have met with enthusiastic repsonse from the trade. Started three years ago to give grocers special sales opportunities on Del Monte products, these special sales events are growing consistently in importance, according to Del Monte executives.

Albers Announces Two Major Drives

Two major drives will support Albers Pearls of Wheat this fall—a Coast-wide radio program and a free composition book offer, according to an announcement by N. B. Stern, district sales manager for Albers Bros. Milling Co.

During October, November and December, Albers popular program, "Good Morning Tonite," NBC Red Network, 9:30 p. m., Tuesdays, will be broadcasting the story of Albers Pearls of Wheat. Recent surveys prove this program has an extensive listening audience, Mr. Stern declared.

The program features the Albers Orchestra and Ensemble under the direction of Maestro Ormay. Cliff Engle, well known announcer, does the selling job for Pearls of Wheat.

In addition to the radio program, a free school composition book is being offered with every displayed package of Pearls of Wheat this fall.

This composition book is in the new "Li-Rite" style, with circular wire binding. Opened at any point, the pad lies flat. Of regulation size, and with ruled lines, it is ideal for school lessons. Brightly colored, it lends itself well to displays.

Two types of banners, one similar to the old-fashioned school slates, have been prepared by Albers Bros. Milling Co., for dealers to use in setting up displays of the composition book and Pearls of Wheat. Mats featuring the free book may also be obtained.

Backed by the radio program and the free offer, Albers Pearls of Wheat is expected to show still further sales increases, according to Mr. Stern.

"WESTERN
Born and Raised, Sir!"

SNOW FLAKE SODAS are as distinctively Western in their origin and popular appeal as our far-flung cattle ranges. Unfailing SNOW FLAKE quality has always enjoyed the preference of exacting Western taste. That's why turnover records are the surest when you display and feature this fast selling brand. A smashing new localized advertising campaign is coming up soon. Ask your National Biscuit Company salesman for the story!

SNOW FLAKES
A PRODUCT OF
NATIONAL BISCUIT COMPANY

Bakeries in the West are located in
Los Angeles • San Francisco
Portland • Seattle • Spokane

YOU CAN'T FOOL YOUR CASH REGISTER!

"Cash Register Chimes" . . . there's the sweetest music ever heard! And THE LONE RANGER is keeping them ringing for thousands of progressive grocers. Every Monday, Wednesday and Friday night this mysterious hero of the Old West is selling Kilpatrick's Bread to the vast listener audience of the Mutual-Don Lee network.

Tie in with the greatest bread-selling program on the air today. Stock and push Kilpatrick's, the LONE RANGER bread. Feature it! Give it top position on your bread rack. You'll find it pays big dividends in repeat sales and customer satisfaction!

Kilpatrick's

that good Bread

IN THE BRIGHT GINGHAM WRAPPER

For More Sales

FEATURE FONTANA'S

MACARONI SPAGHETTI EGG NOODLES

During the Week of October 10-16

NATIONAL MACARONI WEEK

With public attention directed to Macaroni and Macaroni products during this special Week, there's an opportunity for you to make *extra profit* by featuring the kind of Macaroni products which *every one* knows are extra good — the 100% pure Durum Semolina kind — FONTANA'S. Ask for and use special FONTANA'S Macaroni Week price banners—display and push Fontana's!

•

FONTANA FOOD PRODUCTS COMPANY
South San Francisco, Calif.

•

LISTEN: Fontana News Broadcast—KJBS 3:00 P. M. Daily—4:30 P. M. Sunday!

DURKEE SHARES THE PROFITS WITH GROCERS

Fall Campaign on Durkee's Troco Margarine

Extra profits will be made by grocers who buy their Durkee's Troco Margarine between October 4th and 30th. Why? Because during that period Durkee shares its profits with a special deal to start the fall campaign off with a bang!

The Troco you'll buy during this period, and thereafter, is a brand new product. A change in the formula, made possible by recent scientific discoveries, gives Durkee's Troco many desirable qualities making it the truly all-purpose margarine. It tastes delicious, mixes easily, spreads smoothly, and, in fact, proves ideal for all cooking and table uses. You can conscientiously sell it, not as a substitute for anything, but on its own merits as a tasty, nourishing, yet economical food of the highest quality.

Ask your Durkee salesman about the profit-sharing deal effective October 4th to 30th.

DURKEE'S Troco MARGARINE

A product of

DURKEE FAMOUS FOODS

ULI BLFI KILURG!

*which means in *BBB code —*

"FOR YOUR PROFIT"

Bell-Brook announces new children's program

KYA MON. WED. & FRI. 5:15 to 5:30 P. M.

*BBB CODE will be released to all members of Bell-Brook Buddies Club . . . a tie-in with radio program entitled "The Adventures of Sonny and Buddy."

BELL-BROOK DAIRIES, INC.

San Francisco

8th and Howard - Phone UNderhill 4242

It's

CO-OPERATION

That Counts

Through the years the London Baking Company has shown a steady climb in sales volume. This is due to teamwork: we bake the best loaf in San Francisco, and the independent grocer gives it a boost to his customers. We thank the independent grocer for this co-operation, and pledge ourselves to try in the future to continue to merit his good-will.

•

LONDON BAKING CO.

2940 Folsom Street San Francisco

Housewives Ask for GHENT'S MUSTARD

•

Yes, Mr. Grocer, once a housewife has used Ghent's no other mustard will do. This means repeat business —business with a fair profit. This distinctly different mustard adds new zest to sandwiches and cold meats. Display GHENT'S MUSTARD — push it and watch it build up sales for your warm weather items.

Order from your jobber NOW!

GHENT BRAND MANUFACTURING CO.

6443 FOOTHILL BLVD., OAKLAND TRINIDAD 4916

CAKEAZ IS THE GREATEST IMPROVEMENT IN CAKE BAKING IN YEARS FOR THE HOUSEWIFE

Women who formerly spent half a day making a cake can now have a fine one in their oven in 5 minutes

★

STAYS MOIST LONGER

★

MODERN WOMEN USE

CAKEAZ PERFECT PREPARED CAKE MIX

KRUSTEAZ PERFECT PREPARED PIE CRUST

Order Through Jobbers

KELLEY-CLARKE COMPANY, Brokers

Figs Historic Food

With the recent claim of a Spanish physician that figs are the most effective means of preventing tuberculosis, figs gained in modern times recognition that they have had since near the beginning of history.

The therapeutic qualities of figs, especially dry figs, for the diseases of the chest were known to the ancients. The famous Greek physician, Galen, advised the old men to eat fresh figs and when fresh figs were not available to eat dry ones, as he regarded them as very nutritious and of value as a laxative.

Famous Figs of Athens

In ancient days, figs were regarded as a national product, and were protected from export by law.

The father of medicine, Hippocrates, recommended the eating of figs after meals with some of the vine. It was thought that figs were especially healthful after eating fish, whence comes the old proverb, "Eat figs with fish and meat with legumes." Plato, the great Greek philosopher, ate figs freely, claiming they helped the digestion of meats.

Persians Fight for Figs

How the famous dry figs of Athens caused the war between Greece and Persia is told in a story which has been handed down from antiquity. According to the tale, the chief cook of the Persian court served King Xerxes with Athenian dry figs. The king found them most wonderful, but was hindered from eating his fill of the delicacy by the law which forbade the Persian king from eating imported foods.

Xerxes immediately decided to conquer Greece so that he could have all the figs he wanted.

Also in our writings of ancient history is the request of King Ametrochatis that King Antioch send him some figs by special messenger.

New Egg Marketing Law

The recently enacted egg standardization law which repeals the present egg standards of the Agricultural Code, became effective August 27. The grades of quality and weight remain practically the same. Markings including grade and size, are required in more transactions than has been the case formerly.

All eggs which are unfit for human consumption cannot be sold under any conditions. The new law provides that it is unlawful to prepare, pack, place, deliver for shipment, place in storage, deliver for sale, store, load, ship, transport, or sell eggs which are mislabeled or deceptively packed. Ungraded eggs may be delivered to a wholesaler in the state for candling, grading or storing.

"His Masters Choice"
OVER 50,000,000
CALO MEALS A YEAR!
Over 50 million meals of CALO are sold every year . . . because CALO has proved it keeps dogs and cats strong and healthy. CALO supplies fresh red meat, fresh garden vegetables, nutritive cereals, imported cod liver oil, and charcoal . . . as well as Vitamins A, B, C, and D! Your dog will prefer CALO'S superior quality!
10TH YEAR OF CALO'S LEADERSHIP
"His Master's Choice"
CALO DOG FOOD
CALO
716
DOG and CAT FOOD

Calo Launches Giant Newspaper Advertising Campaign!!

PROFIT more than ever . . . by featuring America's favorite dog food backed continuously by advertising in your own newspapers.

CALO PRODUCTS INC.
OAKLAND, CALIF.

Hotel CECIL
Where a Warm Welcome and GOOD SOLID COMFORT · · are always waiting for you.
700 ROOMS
$1.to$2.50 single
$1.50to$3.50 double
Los Angeles
COFFEE SHOP FEATURES WONDERFUL FOOD
PARK YOUR CAR AT HOTEL REAR ENTRANCE
SEVENTH & MAIN STREETS

Business Flux 25%

Retail firms going out of business, starting up in business, changing addresses, changing corporate names, going up or down the scale in rating, and other changes amounted to 25 per cent for the past year, according to figures released by the Research Department of Buckley, Dement and Company of Chicago.

Some mercantile lines had over 33-1/3 per cent changes, the survey showed.

Among the types of firms listed are: grocery stores, 25 per cent; delicatessen stores, 32 per cent; restaurants, 28 per cent.

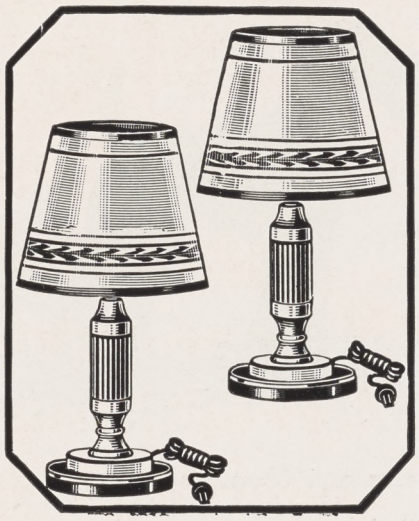
Ghirardelli Keeps Pounding

A five-word slogan, "Your child deserves the best!" is the ammunition used by Ghirardelli this fall to make the consumer remember to buy Ghirardelli Ground Chocolate.

Believing that "repetition makes reputation," the Ghirardelli company will keep hammering with the same slogan it has used for some time.

However, an added punch in the form of a postscript in each ad tells the consumer about Nu-Malt. a chocolate malted food-drink that can be prepared either hot or cold.

A Hopi Indian couple of Arizona, wishing to marry, take a pinch of corn meal to the Eastern side of the mesa and cast it toward the dawn, as they pray for a prosperous married life. Then they return home—married.



MR. MERCHANT—DO YOU WANT QUICK ACTION!

DE LUXE TRADE STIMULATORS have increased business for thousands of merchants all over the country.
By our plan — you get many new customers and keep your old ones.

Let us show you how to increase your business **without one penny cost to you.**

We have many very useful household items, like the twin lamp set illustrated, for your customers.

Drop a post card or phone for complete details.
Our representative will be glad to call at once.

DE LUXE SALES CO., Inc.
938-940 HOWARD STREET SAN FRANCISCO, CALIF.

1900 Jewels

There are more than 1900 jewels in this picture! (17 jewels in every one of the Tavannes wrist watches you see—

and the jewel in the center is Mary Ellen Herrick, pretty young NBC radio star.) The watches are some of the 253 prizes to be awarded to your customers in Sperry's $10,000 prize contest for Drifted Snow Flour. The contest starts October 1 so you'd better stock up on Drifted Snow, for there'll be a lot of people buying it so they can enter the contest.

Boom!

Schultz Exploded Wheat & Exploded Rice are going over with a bang.

SCHULTZ FOOD CO.
363 Second St., Oakland

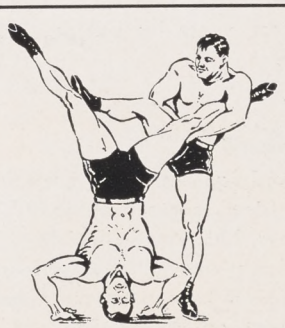
Joe Abramapoulos Returns From Greece

Mr. Abramapoulos has returned to San Francisco after an eleven month's visit to Greece and other European points.

His primary reason for making this extended pleasure trip was to visit his parents whom he had not seen for thirty years.

Mr. Abramapoulos reports that conditions in Greece are very good. He states that all commodities are quite cheap there and that merchants take life easier than they do elsewhere, closing their shops for a "siesta" every afternoon from one until four. American canned goods are available in most of the well-known brands.

"A trip to Greece, says Mr. Abramapoulos, "whether you are a native of that country or not, is indeed a glorious thrill.



Wrestling every Tuesday. The world's greatest wrestlers. Price—from 55c to $1.65. Dreamland Auditorium, S. F.

The Greatest Evil

Once upon a time some Greek and Hindu philosophers got together to find out what is the greatest evil that can befall on a man. One Greek said that there was no greater evil than old age accompanied by poverty. A Hindu expressed the thought that the greatest evil would be to feel one's mind getting weak and at the same time suffer terrible pains. Thereupon arrived Miher the Persian. They all stopped talking to listen to his opinion. "There is no greater evil for a man," said he, "than to reach the end of his life and realize that he has never accomplished any good."

Three and a half million germs, equal to the population of Chicago, could assemble on the end of a pencil!

SAN FRANCISCO
New HOTEL
OLYMPIC

An Hotel of supreme excellence designed to appeal to people who appreciate beauty and richness at moderate cost.

Single $2.00 - $2.50
Double 3.00 - 3.50
Twin Beds $4.00

Our own Drive-In Garage. Each room with bath, shower, radio. Coffee shop and dining room. Breakfast 35c, lunch 40c, dinner 50c.

230 EDDY ST.

IT'S A FACT!—

Old Trusty

BOVEX

Is a Trade Mark of Quality

In Dog Foods it represents the highest in Food Value and Cleanliness.

Made of Clean, Wholesome Raw Material.

Backed by a Company of Practical Dog Men who really know what it is all about.

It costs the retailer far less to sell a quality product.

PURVEYORS TO "HIS MAJESTY THE DOG."

"OLD TRUSTY" DOG FOOD COMPANY, Emeryville, California

The Intelligence of a Dog

Dog lovers will enjoy the story of how Pimbrak, the great surgeon, was rewarded for an act of kindness.

One evening Pimbrak found a dog before his door. Its foot was broken and it was howling with pain. The surgeon took him in and cured him. During the period of convalescence, the dog showed great gratitude toward his savior.

Pimbrak expected the dog to remain with him always, and was greatly surprised when the dog got out of the house one day and disappeared.

After five months he came back and stood outside the door. The surgeon asked him to come in, but instead, the animal licked Pimbrak's hands and pulled at his clothes. The dog then led the man into a great yard, where, under a porch, was a little bitch with her foot broken!

While the surgeon was curing his second canine patient, the first dog stayed by the little animal's side. But when she was cured the two dogs barked a joyous and grateful goodbye, and then departed.

A husband's failure to provide his wife with flour is actually grounds for divorce in Abyssinia!

Institute Fights Adulteration

Carrying on a vigorous fight to uphold the reputation of California wines, the Wine Institute is co-operating with the health authorities of other states to bring about the passing of laws that will make wine regulations conform to those in California. The California laws, much stricter than those in other states, result in higher grades of wine for California consumers, it is pointed out.

The action of the Wine Institute in co-operating with other states is largely the result of adulteration of California wines, thereby marring the reputation of those wines by making them inferior.

Abroad

Word has been received from our good friend August Johnson of United Grocers, Ltd., that he and Mrs. Johnson have enjoyed a marvelous trip through Sweden, Norway, Germany, Belgium and France. Mr. and Mrs. Johnson have taken an extensive and well-deserved vacation. Friends are happy to have them back home again.

Coffee

RESTAURATEURS

"It's the Coffee" that makes or breaks a restaurant! For years we've specialized in blending good coffee to the specific requirements of restaurants, coffee shops and cafes.

For details, write or wire Dept. C.

MILO COFFEE COMPANY

San Francisco

DOuglas 4322

Little Encyclopaedia

Spiders are great eaters! It is estimated that if their body had the volume of the human body and the ratio of their appetite to their body would remain the same, their daily meals would be something like this: A whole lamb for breakfast, a calf for lunch and fifty partridges for dinner.

* * *

There are 34 cities in the whole world with a population exceeding a million.

London leads with a population of 8,208,818.

New York follows with 6,930,446. Third comes Tokio, the capital of Japan, with 5,512,000. Berlin comes fourth with 4,000,000. Chicago, fifth with 3,376,438 and Shanghai, sixth, with 3,200,000. The list continues as follows:

Paris	France	2,871,000
Moscow	U. S. S. R.	2,800,000
Osaka	Japan	2,600,000
Leningrad	U. S. S. R.	2,383,000
Buenos Aires	Argentina	2,215,000
Philadelphia, Pa.	U. S. A.	1,950,961
Vienna	Austria	1,886,000
Detroit, Mich.	U. S. A.	1,568,662
Rio de Janeiro	Brazil	1,500,000
Calcutta	India	1,486,000
Canton	China	1,370,000
Peking	China	1,300,000
Nanking	China	1,300,000
Sydney	Australia	1,256,000
Los Angeles, Cal.	U. S. A.	1,238,048
Warsaw	Poland	1,200,000
Bombay	India	1,161,000
Hamburg	Germany	1,130,000
Glasgow	Scotland	1,088,000
Cairo	Egypt	1,060,000
Montreal	Canada	1,100,000
Barcelona	Spain	1,100,000
Rome	Italy	1,045,000
Melbourne	Australia	1,028,000
Milan	Italy	1,013,023
Birmingham	Great Britain	1,002,413
Madrid	Spain	1,000,000
Budapest	Hungary	1,000,000

—What is the most spoken language in the world?

—Chinese comes first. It is spoken by 400,000,000 people.

—Then comes English, spoken by 200,000,000 people.

—Russian comes next. It is spoken by 140,000,000 people.

—Hindustani, the official and common language of India, is spoken by 100,000,000 people.

—German is spoken by 80,000,000 people (Germans, Austrians, etc.).

—French and Spanish rank together, each being spoken by 70,000,000 people.

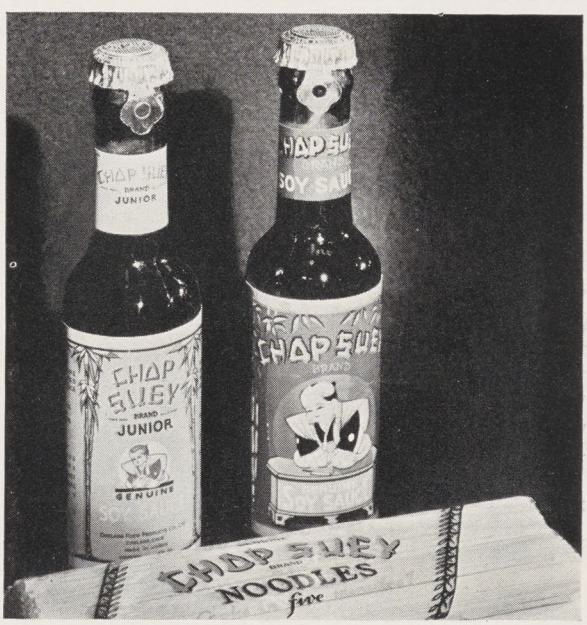
—Of course, as second or international language, French leads all languages.

—The Japanese, spoken by 65,000,000 people comes seventh, the Portuguese, spoken by 60,000,000 is eighth, and the Italian, spoken by 50,000,000 people, ranks ninth.

At All Leading Jobbers

"CHOP SUEY"

Brand



PLAIN NOODLES

NOODLES

Cellophane Package

7 ounces 1 pound 2 pound

Imported

SOY SAUCE

(2 grades, 2 sizes)

Blue Label, finest grade, for those who want the best, 5 oz., 21 oz. **Jr. Label,** quality at a saving, 5 oz., 21 oz. Look for the **"Lucky Boy"** on each bottle to be sure.

OAKLAND FOOD PRODUCTS, LTD.
Oakland, California

CALIFORNIA VULCAN MACARONI Co.

Manufacturers and Exporters

High Grade
Alimentary Paste
Leading Brands
ROYAL - - VESUVIO

Phones—SU 5274
EX 0805

Pacific and Drumm Streets
San Francisco

The New . . .
MODESTO GRILL
AND **COCKTAIL LOUNGE**

Welcomes all Salesmen, Merchants and Executives

Our Steaks and Chops are Charcoal Broiled

●

GEO. KOUNAIS, Mgr.
1012 Tenth St., Modesto

On Your Way to Yosemite

Don't fail to stop at Merced. Enjoy the hospitality and comfort of the California Cafe. Modern, cheerful service at moderate prices. Only the best of foods served. Charcoal steaks. Phone 268, Merced.

CALIFORNIA CAFE

OAKLAND Eat delicious sea food. Private booths for parties. All kinds of shell fish and oyster. **Pirates Cave, 2116 Broadway. Oakland, Calif.**

VALLEJO Pure food, prompt and courteous service. **The Classic Grill, Vallejo.**

SACRAMENTO The traveling public is invited to visit the **Log Cabin Tavern, 701 Jay Street, Sacramento, Calif.**

TRACY A good place to eat on the highway. Plenty of parking space. **Tony's Grill, Tracy, Calif.**

SANTA MARIA **U. S. Grill.** Specializing in sea foods and juicy steaks.

HOTEL FRESNO
FRESNO, CALIFORNIA
One of California's Best
Headquarters of Traveling Men

250-ROOM HOTEL

SENSIBLY - PRICED RESTAURANT & TAVERN

Edwin C. White, Manager
One of the HAMILTON HOTELS of California

Tents - Awnings. We have continuously served the Independent dealers since 1890. Our work has earned steady patronage. Call us for estimates. **American Tent and Awning Co., 1132 Mission Street, San Francisco, Calif.**

THE BEST COFFEE is essential to the success of restaurants and coffee shops. Golden Eagle coffee is the best you can buy. We are expert coffee blenders and roasters.

GOLDEN EAGLE COFFEE CO.
770 Harrison St. San Francisco

Sponite CLEANS INSTANTLY

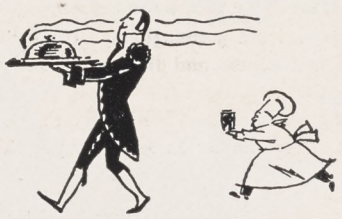
	List Price
10 oz. 36 cans in case	$2.70
2 lb. 24 cans in case	4.00
4 lb. 12 cans in case	4.00

Stock Bonnie Dog Food! This product meets all of the requirements of the California Pure Foods Act. Give your customers the best! **California Pet Foods Co., Sacramento, Calif.**

—adv.

CASH REGISTER EXCHANGE CO. **The Largest Rebuild Cash Register Dealers in Pacific Coast.** We buy, Sell and Exchange every model of Register made. **22 7th St., near Market, San Francisco. Phone MArket 4995.**

OAKLAND **The Zinn Company, 114 Broadway,** established 1884, manufacturers of Old Fashioned Vanila, building and keeping pace with progress of the East Bay District.



Welcome Commercial Travelers

Excellent Food at Popular Prices

Our steaks are charcoal broiled

Imported and California wines served

●

The States Grill & Coffee Shop
2032 Mariposa Street, Fresno, Calif.

LOMBARDA
Wines of Quality

GOLD MEDAL AWARDS
SILVER MEDAL AWARDS
CALIFORNIA STATE FAIR, 1934-35

Produced by the

Lombarda Wine Company
Established 1885

Producers of the Fine Dry Wines of the Famous Napa Valley

ST. HELENA,
NAPA COUNTY, CALIFORNIA

MODERATELY PRICED PAINTINGS OF THE
FRENCH SCHOOLS

Chirico
Dufy
Laurencin
Lurcat
Dali
Braque
Friesz Utrillo
Matisse Segonsac
Picasso Miro
Renoir Pascin
Bonnard Ernst
Vlaminck Monet
Modigliani
Rodin
Leger
Derain

Old Masters — Prints — American Masters

STENDAHL ART GALLERIES
3006 Wilshire Boulevard, Los Angeles

CHAMPAGNE—
THE YEAR 'ROUND DRINK!

The Superior quality of MERCIER Champagne will make every day in the year a Holiday!

★

Awarded for quality 48 Diplomas of Honor and 56 Premier Medals

★

★

Users of fine champagne will welcome the opportunity to obtain MERCIER

★

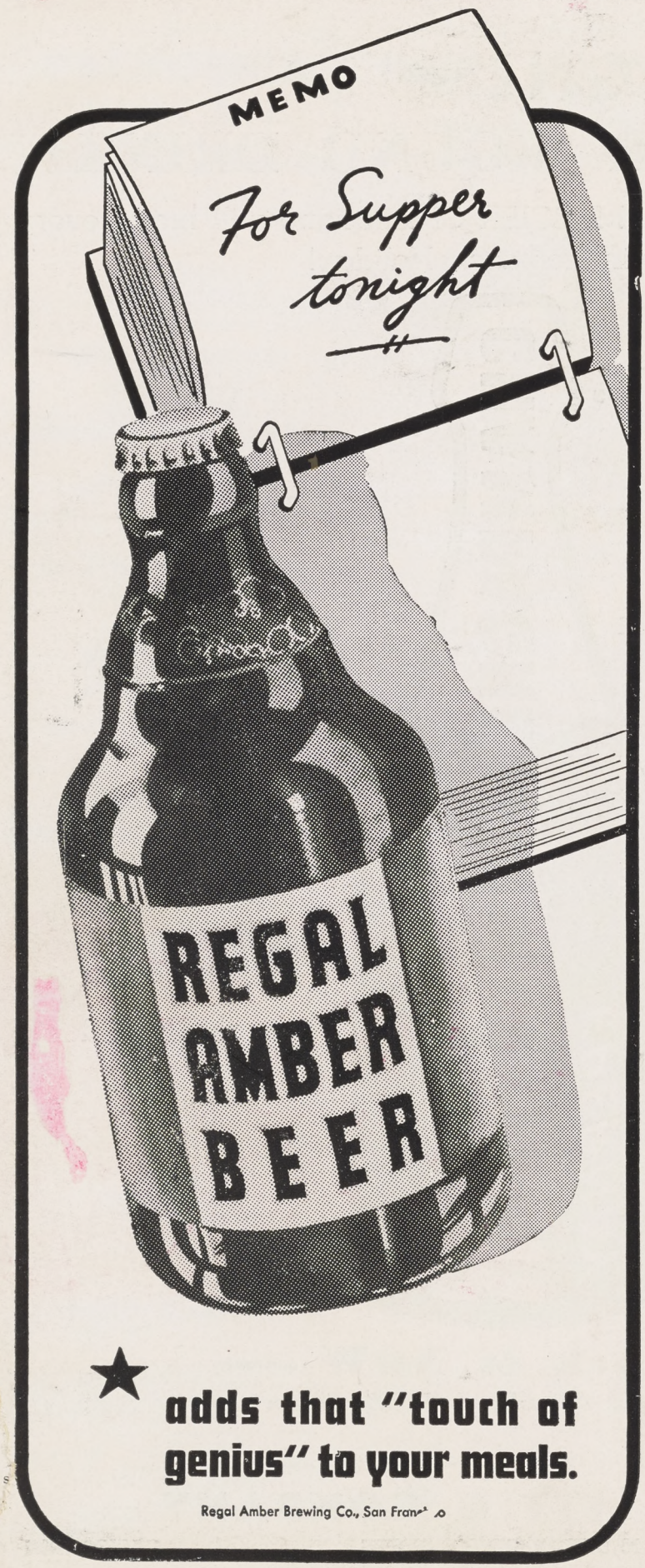
— Stock it NOW —

Get ready for the rush at the Holiday Season

Importers and Distributors for Northern California

J. C. MILLETT & COMPANY

SAN FRANCISCO 118 SACRAMENTO STREET CALIFORNIA



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